


LIFE




GREGORY
PECK

DECEMBER 1, 1947 **15** CENTS
YEARLY SUBSCRIPTION \$5.50



*This label identifies the
finest wools in the world*

FORSTMANN WOOLEN COMPANY
PASSAIC, N.J.

When a COLD threatens to run through a family...

It's
LISTERINE ANTISEPTIC
Quick-
FOR EVERYBODY!



It's all too easy for a cold, once it starts, to spread from one member of the family to another... with troublesome results. That's why it's so sensible to enlist the aid of the Listerine Antiseptic gargle early and often!

This pleasant antiseptic reaches way back on throat surfaces to kill millions of threatening germs called the "secondary invaders."

Although many colds may be started by a virus, it is these "secondary invaders," say many authorities, that are responsible for much of the misery you know so well. Listerine Antiseptic, if used frequently during the 12 to 36-hour period of "incubation" when a cold may be developing, can often help forestall the mass invasion of these germs and so head off trouble.

Listerine Antiseptic's remarkable germ-killing action has been demonstrated time and again. Tests showed germ reductions on mouth and throat surfaces ranging up to 96.7% fifteen minutes after a Listerine Antiseptic gargle, and up to 80% an hour later.

This germ-killing power, we believe, accounts for Listerine Antiseptic's remarkable clinical test record against colds. Tests made over a period of 12 years showed that those who gargled with Listerine Antiseptic twice daily had fewer colds and usually had milder colds than those who did not gargle... and fewer sore throats.

So, whenever there's a cold in your family, prescribe Listerine Antiseptic for everyone. It's a wise thing to do. Lambert Pharmacal Co., St. Louis, Mo.

"SECONDARY INVADERS"

These are some types of the threatening germs that cause so much of the misery of a cold when they invade the body through throat membranes.



TOP ROW, left to right: Pneumococcus Type III, Pneumococcus Type IV, Streptococcus viridans, Friedlander's bacillus. BOTTOM ROW, left to right: Streptococcus hemolyticus, Bacillus influenzae, Micrococcus catenulatus, Staphylococcus aureus.

TESTS SHOWED LISTERINE ANTISEPTIC REDUCED GERMS UP TO 96.7%

Have you tasted that eye-opening mint flavor of the **NEW** Listerine Tooth Paste? **NEW** formula contains 25% more Lusterfoam!

Smart Santa! He brought Sentinels!

For Mother, always on the job early

LYRIC

The graceful Sentinel miniature self-starting Electric Alarm Clock with the 1-2-3 alarm. Metal case, silver plated or durable baked enamel finish, easily read numerals. Only 4 1/4" high. \$4.95.



For Dad's office —

ARLINGTON

The advanced design Sentinel wood-case electric self-starting Desk or Table Clock. Beautifully grained walnut, 6" high. \$12.50.



For Sis, to get her to school on time

SULTAN

The smartly modern Sentinel 1-day Alarm Clock with single wind for both alarm and time. Watch-type escapement, pleasant bell alarm. Metal case, durable baked enamel finish, nickel trim. Unusually clear dial. \$3.25.



For Auntie — The world's greatest cook

MURAL

The Sentinel modern design electric self-starting kitchen clock. Metal case, durable baked enamel finish. Easy to see, easy to keep clean. 5 1/2" white dial, convex glass, convenient bottom set. \$4.95.



For Jimmie — to get home early

AUTOCRAT

The popular Sentinel Pocket Watch. A chromium-plated winner with outside black enamel numeral dial. Sturdy and reliable. Has modern, red, dial-type second indicator. \$2.50.



For Uncle Bob, with Love

CAMEO

The truly beautiful Sentinel Wrist Watch. Case 10 kt. rolled gold, stainless steel back. Raised numeral dial. Pigskin strap. Clear view crystal. \$7.95.



©1947 by The E. Ingraham Company, Bristol, Conn.

Prices exclusive of taxes and subject to change.

● Wonderful Christmas gifts for the whole family—SENTINEL Clocks and Watches! Made by one of the world's largest and oldest timepiece manufacturers, they are smartly styled and moderately priced at good stores everywhere. No mail orders, please!

THE E. INGRAHAM COMPANY
BRISTOL, CONN. ESTABLISHED 1831
In Canada — The Ingraham Canadian Clock Company, Ltd., Toronto

Ingraham
SENTINEL
CLOCKS AND WATCHES



"Guard Your Precious Time"





More OF EVERYTHING YOU WANT
WITH *Mercury*

Your Christmas will be much more enjoyable if it includes a Mercury . . . the car that gives you *more of everything!*



Like roominess? Here's more of it!

Owning a Mercury is like asking for everything you want . . . and getting even more! It's wide and roomy, yet sleek and graceful. It's big and massive, yet so easy to handle.

It's right in fashion, yet has enduring beauty. Powerful and lively, yet thrifty, too.

The more you pal around with your Mercury and the better you get to know it, the more you like it. Shopping, or delivering presents,



Pickup and "go"? Definitely more!

or even long trips are lots more fun when you're at the wheel of this big, bright car.

Yes, Mercury is the perfect combination . . . more car for your money any way you look at it. See it . . . drive it . . . and you'll agree that Mercury gives you more in every way.



More beauty? Mercury has it!


More smart beauty outside and inside, more roomy comfort, more pep and pickup, more economy, *more of everything!*

MERCURY—DIVISION OF FORD MOTOR COMPANY

Give her a


Hoover

and you give her the best



Trust a Hoover, on Christmas morning, to express what's in your heart. For, to a woman, the name Hoover means the Cleaner of Cleaners. Give her the deep satisfaction of being able to say, "Of course mine's a Hoover."

(left) Famous Hoover Triple-Action Cleaner, Model 28, with exclusive "Positive Agitation." It beats...as it sweeps...as it cleans! Cleaning tools and Mothimixer in handy kit.



(above) New Hoover Cylinder Cleaner, Model 50. Cleans by powerful suction. Outstanding features. Complete with cleaning tools in handy kit. Mothimixer and sprayer included.

THE HOOVER COMPANY...North Canton, Ohio
Hamilton, Ontario, Canada

RKO's PIC-TOUR OF THE WEEK



"I REMEMBER MAMA"

AGILE MINDS at work. IRENE DUNNE, who plays the title role in George Stevens' *I Remember Mama*, and BARBARA BEL GEDDES huddle over Producer Harriet Parsons, in script conference. Film version of Broadway play also co-stars OSCAR HOMOLKA, PHILIP DORN.



"MOURNING BECOMES ELECTRA"

BELOVED of men, hated by her own daughter is KATINA PAXINO, in RKO's *Mourning Becomes Electra*, now at Golden Theatre, New York. ROSALIND RUSSELL portrays daughter. Other stars: MICHAEL REDGRAVE, RAYMOND MASSEY, LEO GENN, KIRK DOUGLAS.



"FIGHTING FATHER DUNNE"

SYMPATHETIC understanding of PAT O'BRIEN helps wayward youth, Darryl Hickman over rough spot in this heart-tugging scene from RKO's *Fighting Father Dunne*. Based on life story of a St. Louis priest who founded a newsboys' home, film gives O'Brien his greatest role in years.



"NIGHT SONG"

DIRECTOR John Cromwell turns actor, to underscore a fine point, during rehearsal of scene for RKO's *Night Song*. Impressed with performance, watching every gesture, are MERLE OBERON, ETHEL BARRYMORE. *Night Song* cast includes DANA ANDREWS, HOAGY CARMICHAEL.

THESE BIG RKO PICTURES WILL
SOON BE SHOWN AT YOUR THEATRE



What a Glorious Gift for the dog you love!

GAINES, the food that
nourishes **EVERY INCH**
of a dog!

4 Could any dog on Christmas Day receive a greater token of his master's love—a greater proof of his master's wisdom—than a gift of GAINES . . . and all that it means in Happiness, High Spirits, and Health!

4 The fun of an eager appetite. The blessing of good digestion. The pride in sporting a rich, sleek coat. The joy in possessing strong paws full of play. The gay feel of a tail that just *won't* stop wagging. These are results of expert care, and of giving your dog a food that nourishes **EVERY INCH** of him.

4 But to nourish **EVERY INCH** of your dog a food must supply so much—so many things that *meat alone* is unable to supply. In GAINES there's every type of nourishment that dogs are known to need.



AND MERRY CHRISTMAS, MASTER!

**IT COSTS YOU LESS TO FEED GAINES
THAN ANY OTHER TYPE OF DOG FOOD**

GAINES MEAL is a scientifically balanced dog food, with the vitamins, minerals, **ALL** the food factors that science says dogs should have. Some other types of dog food have as much as 70% water . . . but not GAINES. Why pay for moisture? You yourself add the liquid to GAINES . . . at no extra cost.

✓ Buy nourishment! ✓ Buy GAINES!

AMERICA'S LARGEST-SELLING DOG FOOD!

For variety, try Gaines Krunchon, which is Gaines Meal compressed into crunchy, bite-size pellets.

For all dogs

GAINES Complete Meal

"NOURISHES EVERY INCH OF YOUR DOG"

A Product of General Foods
Copyright 1940 by General Foods Corp.

Send for **ENLARGEMENT** of
this appealing Photograph!

Just cut the colored square from the front of any size bag of Gaines Meal or Krunchon, and attach it to this coupon.

Dept. 66, Gaines Division
General Foods Corporation, Battle Creek, Mich.
(In Canada: General Foods, Ltd., Cebourg, Ont.)

Rush me big 8" x 10" enlargement of the above photograph, stripped of all advertising . . . all ready for framing.

Name _____

Address _____

City _____ Zone _____ State _____

Check value 1.00 each. This coupon valid in any state or municipality where prohibited, taxed, or otherwise restricted.



"PROTECTING THE AMERICAN HOME"



*"To pass Lake Champlain
with safety and dispatch"*

IT WAS NEWS — big news — to Vermont newspaper readers of 1809. "The Vermont Steam Boat" had been "fitted up at great expense," would soon be in service for those who wished "to pass Lake Champlain with safety and dispatch." On July 1, the *Vermont* made its maiden voyage from Burlington to St. Johns, Canada, at the then-remarkable speed of eight miles an hour.

It was typical of the progressiveness of early Vermonters that they should establish the world's second regularly-scheduled steamship service at a time when their infant state was scarcely on its feet. Later on, this same forward-looking spirit led them to found one of the nation's first life insurance companies, to enable themselves and their families safely to pass over the turbulent sea of life.

And because they had proven in their daily living the benefits of common action, it was typical, again, that they should make theirs a mutual company . . . a company in which all the subscribers — the policyholders — shared in its growing fortunes.

All over the country today, wherever you meet them, you will find the courteous, friendly representatives of the National Life imbued with the same spirit of progressive service in the handling of your life insurance problems.

NATIONAL LIFE
Insurance Company

HOME OFFICE — MONTPELIER

VERMONT

SOLID AS THE GRANITE HILLS OF VERMONT

FOUNDED 1859 A MUTUAL COMPANY OWNED BY ITS POLICYHOLDERS

LIFE'S REPORTS



WACKY ADVERTISING to draw crowds, tent stores to reduce costs are key to sales success of (from left) George LaMaine, Don Wallace, Buford Seals.

THE 3 GIs

Seattle vets use Army humor to sell surplus

by MILTON MAYER

It was Nov. 25, 1946, a Monday; a dreary, quiet Monday. The Messrs. Seals, Wallace and LaMaine, constituting the entire ownership of the new Veteran's Sales Outlet, sat in their big sales tent just outside the Seattle city limits staring at their \$12,000 inventory of government surplus goods. A few miles away the Messrs. Bob and Jack Keene, constituting the entire ownership of the new Keene & Keene, Advertising, sat in their 2x4 office in downtown Seattle staring at the walls. Ten months before the founders of the two firms had returned from the wars raring to go. On this Black Monday it looked as if they had gone about as far as they could go.

Bud Seals had heard of Bob and Jack Keene, and he drifted disconsolately into their office on that Monday, figuring that he had nothing to lose. Bob and Jack, who had very little to lose themselves, were glad to see him—or anybody. When he asked them if they could help the Veteran's Sales Outlet unload its inventory before the inevitable January slump put them out of business, they said they would consider his proposition and let him know.

Then they locked the office door and extracted their capital asset from the company safe. The asset was a small pamphlet entitled *How Musa-Shiya the Shirtmaker Broke into Print*, dated Honolulu 1922. With a campaign for the Veteran's Sales Outlet in mind, they studied such historic pieces of copy as:

Speaking of sweater in Honolulu may be misconstrued for insult to famous climate, yet not so. Climate at some instance require sweater. Automobile riding not always warm pastime, even for noted climate, and sweater is gratefully considered. When obtaining generous perspirations by long tennis and other muscle excitement, sweater is natural result for protection from sneeze.

OBTAIN SWEATER

Musa-Shiya the Shirtmaker

When Bud Seals returned the next morning, Keene & Keene were ready to adapt the Musa-Shiya technique to the Veteran's Sales Outlet. Musa-Shiya's humor, though unintentional, had been highly successful. Intentional humor, Keene & Keene felt, could accomplish quite as much. "We're going to personalize you," said Jack. "The Veteran's Sales Outlet is a terrible name. From now on you're the 3 GIs. What are your first names?"

"George, Don and Bud," said Bud. "What does Bud stand for?" said Bob. "Just Bud," said Bud, coloring. "Come on now," said

CONTINUED ON PAGE 11

"But whose job is it to discipline the child?"

ASKED ELSIE, THE BORDEN COW

"WHY IN THUNDERATION should anyone discipline a child who isn't old enough to hold his own bottle?" gasped Elmer, the bull.

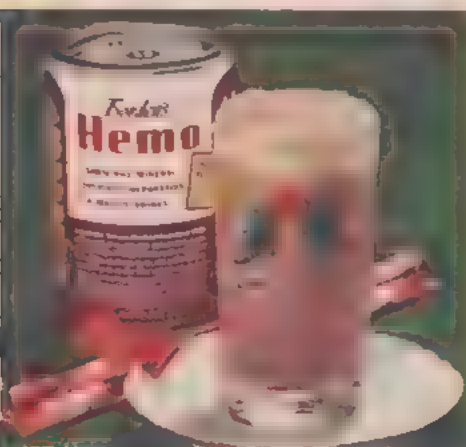
"Dear," said Elsie, "it's just that I'm thinking ahead. The baby already looks and acts so much like you, I'm sure it won't be long until somebody will have to do something about keeping him in line."

"I'm up to the mother to keep the kids in line," snorted Elmer.

"But Elmer," persisted Elsie, "if I were to do all the disciplining of our son here, he mightn't be grow up thinking his daddy was the boss."

"The daddy's the boss," he bellowed. "I'll show him who's boss."

"But you can't be boss once in a while and make it stick," said Elsie. "Discipline is a d— mother-and-father job. It really takes co-operation to develop anything worthwhile. Take Borden's Hemo—"



"Go ahead and take it, Daddy!" urged Beulah. "It's really a super chocolate milk. Just taste a spoonful or so."

"Is it good discipline, Elsie," frowned Elmer, "to let your daughter interrupt you?"

"Now sweet," smiled Elsie, "Beulah is only being enthusiastic. Everyone is—about Hemo. It now comes in two delicious forms, you know—powder and liquid. And just two glasses of luscious



Hemo made with milk supply a full day's needs of Vitamins A, B₁, B₂, B₆, C, D, Niacin, and those vital minerals—Iron, Calcium, Phosphorus, Hemo's—"



Such smoothness! Such creaminess! Such richness! Such captivating flavors!"

"Such a waste of words!" snorted Elmer. "Why

can't you just tell folks it's fit for a golden spoon and let 'em go at that?"

"I'll do just that," agreed Elsie, "after I point out to you that Lady Borden Ice Cream—"



only goodness! Now, if our son is to turn out really good—"

"Can't?" exploded Elmer. "With such a good and his magnificent background, how can he miss?"

"You're so right, dear," laughed Elsie. "He'll follow in the Borden tradition—and, you know, if it's Borden's, it's GOT to be good!"

© The Borden Company



—if it's Borden's,
it's got to be good!



Seems like . . . *Every House Wants Westinghouse* . . . this year!

Perfect to give...perfect to get! These wonderful Westinghouse appliances will say "Merry Christmas" to you and your family. Give a Roaster to your favorite home chef, an Electric Can opener to your pet, a Waffle Baker or Featherweight Iron to your better half. Give them to everyone on your list who has an interest for homemaking. Give any one of them

to yourself...and spread the whole year through. Are they useful? That nobody can deny. Are they fun? And you, with the "I" in work and more free time than you can keep, give someone. See these gifts and many more Westinghouse appliances for happier homemaking at your retailer's store. Then you can pass the gift-giving problem off your mind

WESTINGHOUSE ELECTRIC
CORPORATION

Plants in 25 Cities. Bilt in everywhere.
Appliance Division, Westinghouse Electric Corp.

Every house needs Westinghouse
Maker of 30 MILLION Electric Home Appliances

TUNE IN TED MALONE
EVERY MORNING
MONDAY THROUGH FRIDAY
ABC NETWORK

Bob, "what were you christened?" "Buford," said Bud, "and I hate it." "BUFORD!" said both Keenes.

"It's wonderful!" said Bob. "Have you got any Army fatigue clothes?" said Bob. "By the gross," said Buford. "Well," said Bob, "wear 'em and get rid of that blue-serge business suit. We'll write all the copy, radio and newspaper, and we won't submit it to you beforehand, and if we get rid of your inventory by Christmas, you stay in business and we stay in business, and it will cost you \$850. Are you on?"

Buford, the most reckless of the 3 GIs, was on, and that was the beginning of an eccentric advertising campaign that in less than a year has built a \$1,000,000-a-year business for the 3 GIs and a \$100,000 profit divided even Stephen between George, Don and Buford. And Keene & Keene (still in their 2x4 office) are probably the fastest-growing advertising agency in America. But Keene and Keene, modestly enough, attribute the success of the 3 GIs to the fact that Buford's name is Buford. The one-minute radio spot that drives everybody in Seattle (and now in Portland too) crazy 17 times a day, begins, in three different voices, "I'm George, I'm Don, I'm Buford," and every second person who comes into the tents asks to see Buford. The combination of "Buford" with "George" and "Don" is one of those things that advertising men dream of.

Here's the way the script sells shovels: "Do you want a shovel? Of course not! Nobody wants a shovel. . . . But if you've gotta buy a shovel, this is your baby for only 89¢."

Or shoes: "Don says he thinks that shoes are the best thing to wear on your feet. And here's another thing—if your name happens to be Florsheim or Nunn-Bush or Stetson, you'll be able to buy your shoes with your autograph already on them."

The magic of Buford's name is frequently invoked: "The boys aren't going to let Buford out by himself any more since he bought all those suntan pants and shirts they got. He bought enough suntan pants and shirts to outfit the Brazilian army. All they can do now is sell them real cheap and get rid of 'em. You can buy 'em for \$2.39 apiece."

If there is anything that is characteristic of GI humor—probably of all soldier humor—it is sly, incisive simple-



The Most Treasured Gift of All

At Christmas, when the heart seeks something precious to bestow, for sweetheart, wife or daughter, choose for her the gift to make her Christmas everlasting . . . a genuine registered Keepsake Diamond Ring. Only one diamond

in hundreds meets the exacting standards of excellence in color, cut and clarity which distinguish every Keepsake Diamond. Identify Keepsake by the name in the ring, and the words, "guaranteed registered perfect gem" on the tag . . . as illustrated. Let comparison prove that a Keepsake gives you higher quality and greater value than an ordinary ring of the same price. Better jewelers are Keepsake Jewelers. Prices from \$100 to \$5000.

- A. HOLLISTER Set 900.00
Engagement Ring 750.00
Also \$450
- B. BUENA Set 325.00
Engagement Ring 250.00
Also \$150
- C. HEATHER Set 362.50
Engagement Ring 350.00
Also \$100 to 2475 and
in platinum \$300 to 2450
- D. DALE Set 212.50
Engagement Ring 150.00

All rings illustrated available in white as well as natural gold. Rings enlarged to show details. Prices include Federal tax.

Look for the name "Keepsake" in the ring, and require the Keepsake Certificate of Guarantee and Registration.



Guaranteed by Good Housekeeping
Not to duplicate design

KEEPSAKE DIAMOND RINGS, A. H. Pond Co., Inc.
120 E. Washington, Syracuse 2, New York

Please send the useful 20-page book, "The Etiquette of the Engagement and Wedding"—a complete guide to social correctness in planning the betrothal and wedding events . . . with illustrations and prices of Keepsake Rings and the name of the nearest Keepsake Jeweler. I enclose 10c in cover mailing.

Name _____

Street and No. _____

City _____

© 1947



End
**on-your-knees
 floor scrubbing**
*for only \$1.89**

**Clean, Wax, and Polish Standing Up
 with New Back-Saving Bruce Doozit!**

The Bruce Doozit is a long-handled appliance that makes floor care so much easier than ever before. Used with famous wax-rich Bruce Floor Cleaner, the Doozit whisks away dirt and dullness... leaves wood floors and linoleum spotlessly clean and brightly polished.

Magic Pad Does the Work!

The Doozit's amazing cleaning and polishing power is in the pad. Here is all you do. Just pour a small amount of Bruce Floor Cleaner on your floor. A few easy strokes with the Doozit do the rest. No heavy

pressure necessary. Doozit pads can be used over and over... are easily replaced.

**Bruce Floor Cleaner
 Protects and Beautifies!**

Bruce Floor Cleaner combines safe, dirt-loosening agents with a rich non-slip wax base to give floors a complete beauty treatment in a single application. This famous cleaner contains no water—is ideal for every kind of wood and linoleum floor. It's marvelous for cleaning and polishing woodwork and furniture, too. Try it today and you'll never be without easy-to-use Bruce Floor Cleaner.

*Bruce Doozit \$1.89—Extra Pads 19¢ each—At leading stores everywhere



LIFE'S REPORTS CONTINUED

...a gadget that cleans rugs and floors like crazy and it's absolutely guaranteed never to get out of adjustment... won't use a speck of brute force! It's called a broom—
 —BROOM.

...newspaper ads, embellished with cockeyed sketches of George, Don and Buford, play heavily on the sort of physiological fact that would escape handrum citizens but... any motion. Pillows for... with one head...
 —PILLOWS.

...it have been supporting you for a long time, why not do something nice for... for a change? ... "We got paint brushes (the... with ANY COLOR...
 —PAINT BRUSHES.

...People who've bought... wool drawers like... so doggone well they're the FIRST thing they put on in the morning and the LAST thing they take off at night.

The brazen shamelessness of the pun reaches new heights in Jack Keene's newspaper ads for his clients. "Hunting knife, 89¢. Is it sharp? Just ask the man who hones one. ... "Mattresses—the ticking won't keep you awake.

The...s were made for the parts in which Bob and Jack Keene (with an assist from Musa-Shaya the Shurtmaker) cast them. They are all Seatleites, all of them under 30. Buford Seals Jr., the promoter of the business, is a preacher.

He had his own grocery store at 19 and was selling furniture for Sears, Roebuck when he entered the Navy as a machinist's mate. Like his pre-war friend Don Wallace, he had had three years of high school. Don was a mechanic before the war and a tank-corporal in Africa and Europe. George LaMaine, whom Buford bumped into in the War Assets Administration, emerged from European combat duty an infantry captain. By virtue of his ex-captaincy he is greeted with "Ten-shun" by the other two.

When the boys started in February 1946, in an ordinary 50 empty store, they knew little about merchandise and less about prices. Buford got hold of a Sears, Roebuck catalog—which they still under-sell on every item—and the three of them went around the Northwest to surplus-property sales, spending the night on one occasion in their sleeping



**before,
 during and
 after**



parties...

Stale smoke, stale air, stale drinks... don't let unpleasant indoor odors spoil your holiday parties. Simply open several bottles of airwick* before your guests arrive. There's nothing to burn... nothing to spray. At all better stores in the United States and Canada.

*air-wick deodorizer and household freshener is fully protected by U. S. Patent—a trademark of Scented Products, Inc., New York 17, N. Y.
 Time in "Miles Meters" 11... day, 10 PM EST,
 Ring, Draw 1"



**kills all
 indoor
 odors**



(Scented Products, Inc.)

CONTINUED ON PAGE 14

FREAK STORM SNARLS ALL HIGHWAY TRAFFIC

Tow-Car Rescues Three From Snow-
Bound Mountain Road

When safety's a must ...it's Prestone!



Fred Dedering, NEWTOWN, IA
America's most vital cars—the cars of
police chiefs, fire marshals, doctors, tow-
er drivers—and thousands of average
motorists depend on Prestone anti-freeze
for protection. It's SAFE!



In your car too!

NO RUST...
NO FOAM...
NO FREEZE...
NO FAILURE...

One shot lasts all winter!

DOWN from the north a blizzard comes howling.
Highways look like skating rinks. Cars freeze,
stall, get buried door-deep in drifted snow.

But the rescue cars don't freeze. They dare not
freeze! Like an overwhelming number of other emer-
gency cars—doctors, fire marshals, police chiefs—
they are protected with Prestone anti-freeze in their
radiators.

Doesn't it make sense that your own car deserves
this same sure-safe winter protection? You don't
have to guess which anti-freeze to use. You just look
at the record and you know!

Put Prestone brand anti-freeze in your car now—
and forget about freeze-up. One shot lasts all winter!
No worry if the weather gets freakish and tempera-
tures change sharply. You're safe... safe!...
safe!... and you know it!

The registered trade-marks Eveready and Prestone distinguish
products of National Carbon Company, Inc.

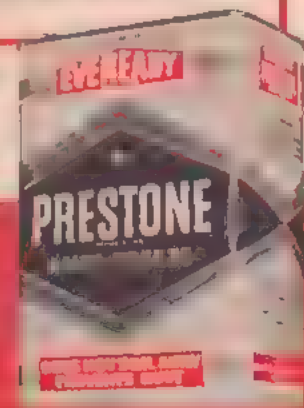
SAME PREWAR PRICE

1926...\$6.00	1933...\$2.95
1929...\$5.00	1935...\$2.70
1932...\$4.95	1939...\$2.65

1947...\$2.65 PER GALLON

NATIONAL CARBON
COMPANY, INC.,
4 East 42nd Street
New York 17, N.Y.
Largest Distributors
in the U.S.

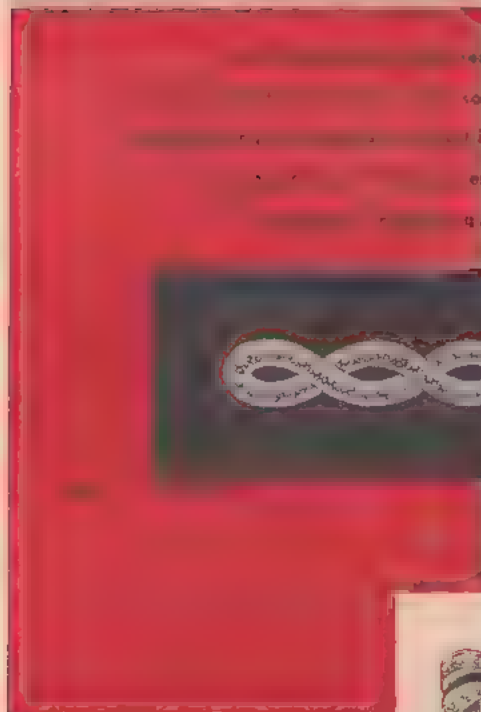
UCC



PRESTONE

Anti- Freeze

are you up a Christmas tree?



CIRCLE PIN \$10



CRESCENT PIN \$6



A set of
gem-colored
stones

Jubilee!

by dorsons

ALL PRICES APPROXIMATE AND PLUS TAX • AT LEADING JEWELRY STORES

DORSONS JEWELRY CO., INC., 119 WEST 24TH STREET, NEW YORK 11, N. Y.

LIFE'S REPORTS CONTINUED

bags in a cemetery in order to be first in line at a sale the following morning. They usually get about 50% of the sales price down in the Sears catalog on any item.

The 3 Gs have no stock. Their company profits are split among all of them veterans engaged in every sort of mercantile activity except selling. The customers come in and pick out their own goods and take them to the cashier.

"You'd think," says Buford, "in fact, we thought that such items as shoes simply couldn't be sold that way. You're wrong, and so are we. Most of our customers come with their wives and families—the kids like the idea of a tent—and the wives are the salesmen. We've sold 15,000 pairs of shoes that way and we haven't found more than 10 pairs of old shoes left in the store. Out of 45,000 customers, we've had 10 thieves. I'd like to know of a fancy store, complete with house dicks, with a lower shoplifting rate than that."

Burglary is another matter. The three Seattle tents were all broken in or rather, moved into at one time or another. So the partners simply increased some more government surplus, this time three war dogs to stand guard at night. "For three months after that," says Don, "we couldn't get into the tents ourselves in the morning. We had to call the dog trainer to let us in."

Don and Buford are against the policy of short

the boys that just had to get a Cadillac with their first month's earnings. The 3 Gs' profits have gone into new tents, including the one just opened in Portland, "with a toilet and everything." But they do not let the boys get in the way of a good tent. "We're not with nothing but pants," says Buford, "and we're not afraid of going out the same way."



NEWSPAPER ADS personalize the 3 Gs. This was for the July 4 sale.



Too sunny to (the sunny side of the tent) place to tap a Vermont sugar maple tree to get the best yield of sap.

Enjoy real maple sugar flavor

Nothing can match the flavor of real maple sugar. A blend of pure maple sugar and cane sugar.

For a true maple sugar flavor with a good, full flavor. Then, by blending it with cane sugar, we make the maple flavor uniformly rich and delicious.

This blend gives you mouth-watering maple flavor in every bite.

Get it at
Peacock & Ford, Ltd., Inc.,
Burlington, Vermont

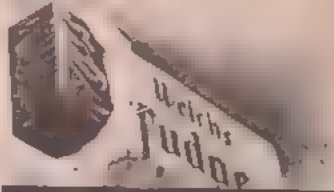


Vermont Maid Syrup



MY GOODNESS...

SUCH GOODNESS



Welch's
QUALITY CANDIES



Hostess Pajamas
about \$20 complete

Highlights for Winter Nights

Now—Aurora Borealis colors in Textron's new Hostess Pajamas to warm her heart
at Christmas time . . . brighten her "at homes" all winter. Of finest rayon satin,
with a softly quilted tunic top and sleekly-cut trousers. See the Textron tailoring . . . the new,
naturally rounded shoulders, that generous pocket. Apple Green with Tangerine, Aqua or Cerise with Black.
Sizes 10 to 18 at leading stores throughout the country.

TEXTRON, Inc. Textron Building 401 Fifth Avenue New York 16, N. Y.

TEXTRON

LINGERIE • BLOUSES • HOME FASHIONS • MENSWEAR • HOSIERY • COATS

They'll be so much happier
with an **ELGIN**

ONLY AN ELGIN HAS A DURAPOWER MAINSPRING*

LOOK FOR THIS SYMBOL ON THE DIAL



Lord and Lady Elgins are priced from \$65.00 to \$500.00. Elgin De Luxe from \$47.50 to \$100.00. Other Elgins as low as \$29.75. All prices include Federal Tax.

Amazing—this new mainspring made of "Elgiloy" metal. It eliminates 99% of watch repairs due to steel mainspring failures! It completely overcomes the commonest cause of their breaking—rust! And it will retain its "springiness" indefinitely for greater accuracy through the years! Now in all the beautiful new Elgins at no extra cost!

WHAT an assurance of satisfaction in the watch you choose for someone you love! Elgin beauty . . . Elgin timed-to-the-stars accuracy . . . and this new miracle mainspring, the most important watchmaking development since jewel bearings were introduced in 1704.

See the beautiful new Elgin Watch at your

jeweler's. They all have the DuraPower Mainspring. And they all have rust-proof Elgiloy Alloy Hairsprings*, too; are factually proof against temperatures and poisons.

Yes—indeed. The one you want to surprise with a watch will be so much happier with an Elgin . . . an Elgin with "dp" on the dial. *Patent No. 2,144,841

* The most important watchmaking development in over 200 years!



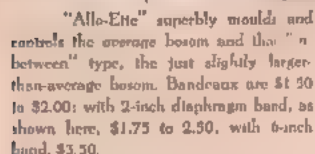
Due to Elgin's famous star-timed accuracy the DuraPower Mainspring adds a permanency of timekeeping performance never before possible in any watch. Elgin observatory time from the stars is the official time of United Air Lines.

*Patent Pending

Hear Elgin's "2 HOURS OF STARS" Christmas Day C B S Network

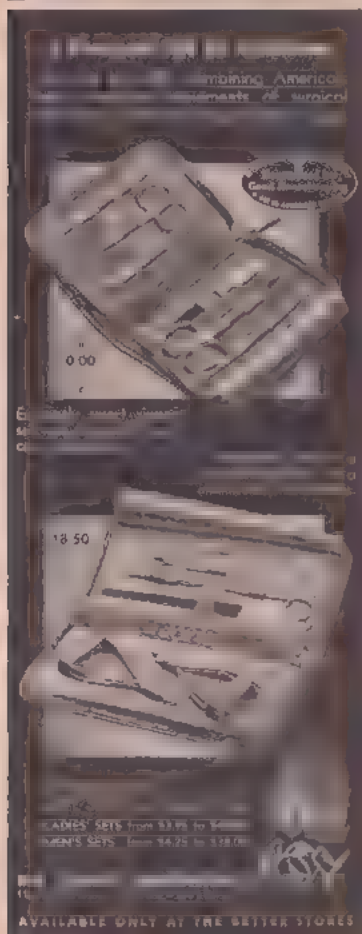
BRASSIERES BY

1998



*"There is a Maiden Form
for Every Type of Figure!"*

Send for free Style Folder: Maiden Form
Brassiere Company, Inc., New York 16, N. Y.



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How to win
a special "thank you"!



See the General Electric Automatic Toaster at your dealer's **\$18.95** (plus tax)

**Give this new General Electric Automatic Toaster which
either pops toast up or keeps it warm!**

Keeps toast hot for you!



If you're ready when your toast is . . . fine! This General Electric Automatic Toaster will pop it up! If you're not—a special built-in device keeps your toast warm till you're ready! Either way—you always get crisp, hot toast!

Makes light toast or dark . . .



Again G-E leaves it up to you. Have your toast *your way* . . . light, medium or dark. Just set the control knob and this G-E wonder does the rest . . . uniformly . . . from the first slice to the very last!

Cleans in less than a minute!



The Snap-in Crumb Tray whisks in and out. No more turning upside down to dump crumbs! It's in a speedy 11 seconds! Just snap the tray and wipe! No trouble at all! General Electric Company, Bridgeport 2, Conn. *Prices subject to change without notice.*

Prices subject to change without notice.

GENERAL  ELECTRIC



"I MADE A FOOL OF MYSELF LAST NIGHT"

SPEAKING OF PICTURES..

... CARTOONIST CREATES A WEIRD AND HAUNTING WORLD

A few years ago Artist Abner Dean published an extraordinary collection of cartoons called *It's a long way to heaven* (LIFE, December 10, 1945). In it Dean created a weird and haunting world peopled by naked little men and women who ran around trying desperately to solve the

right little problems. For work Dean did in the war years appeared in a comic book called *Stripes*. I will mention here physical essentials. But this time there is a he of a character—the man who passes with incurable hopefulness from one frustration to the next. The title of

Dean's new book is *What Am I Doing Here?* (Simon & Schuster, \$3). Most people, facing the uncertainties of the 20th Century, sooner or later ask themselves that question. That is why Dean's little man is actually more terrifying than pathetic. In him the reader sees himself.



"I HAVE AN IMPORTANT APPOINTMENT"

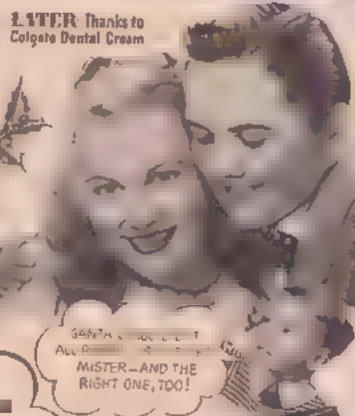
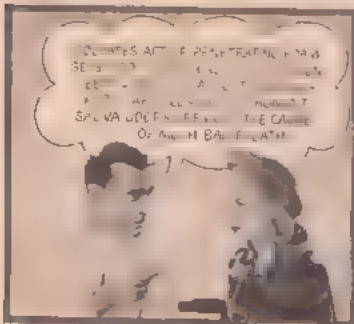
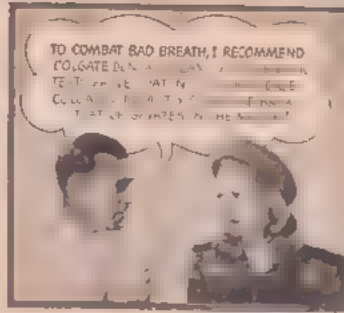
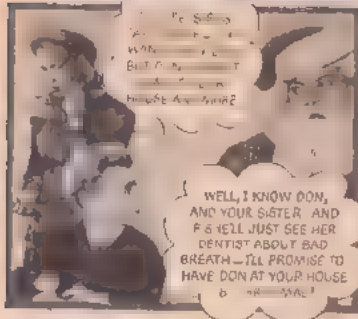


"I'LL WRITE YOU"



"SOMETIMES EVERYTHING'S UNREAL"

And My Sister Wants a Mister!



COLGATE
DENTAL CREAM
Cleans Your Breath
While It Cleans
Your Teeth!



SPEAKING OF PICTURES

CONTINUED



"WHERE TO, BUDDY?"



"GIVE ME ONE MORE CHANCE, PLEASE?"

How to get **fine lamb** every time...



Pure, Fast, Tuckers like to pick those are best, but we're not sure. Only a pick of the flock. Season with salt, pepper, dash of garlic. Serve sizzling hot on hot plates.

Just look for a Swift brand:
SWIFT'S PREMIUM or
SWIFT'S SELECT
right on the meat!

ONLY CHOICE LAMB . . . tender, juicy, and flavorful . . . can pass the super-critical eyes of the Swift experts. Only this pick-of-the-flock lamb (lamb that's good to the last delicious morsel) can wear the proud brand name *Swift's Premium* or *Swift's Select*. The name is stamped *right on the meat* so you can easily identify this finer lamb at your market. Never mind whether your budget calls for epicurean chops or thrifty stew. On any cut, the words *Swift's Premium* or *Swift's Select* tell you, "This is lamb that's sure to be delicious!"



C-7 1/2 Bulbs
Suggested retail price
each
10¢ plus tax

Colorful 'Multiple' Lamps

When one of these long-burning General Electric Christmas Tree lamps does burn out, the rest stay lit! No hunting around for burned-out lamps. In red, blue, orange, green and white, they'll make every tree sing with the spirit of Yuletide. Candelabra base for multiple strings.



G-14 Bulbs
Suggested retail price
each
20¢ plus tax

New! These G-E lamps look like beautiful round colorful ornaments until your Christmas tree is lighted! Then they spring into gorgeous brilliance! Sparkling beauty in all standard colors. Candelabra base. Fit any indoor multiple Christmas tree string.



C-6 Bulbs
Suggested retail price
each
7¢ plus tax

Famous Series 'Pine Cone' Lamps

The majority of Christmas tree outfits use these slightly smaller, 'pine cone' shaped G-E lamps. For years their twinkling beauty has gemmed millions of Christmas trees and lighted decorations. Mature base; made for 'series' wiring only.



C-9 1/2 Bulbs
Suggested retail price
each
13¢ plus tax

Outdoors! As beautiful as a technicolor production of 'Merry Christmas' are these General Electric Christmas Tree Lamps for outdoor decoration. Colored on the inside, prevents weather-fading, chipping, scraping. Intermediate base. For multiple outdoor strings.

G-E LAMPS

GENERAL ELECTRIC

Stay Brighter Longer!

THE BEST
Chocolate
YOU EVER ATE



Wilbur Buds are a stimulating blend of rich chocolate, pure sugar and vanilla straight from the sweet dark bean. We've been blending them for 55 years—since 1892—and Wilbur Buds make friends for life!

Taste Wilbur Buds for yourself—you'll never find a smoother, better-tasting chocolate.

Wilbur Buds are sold in the bright red box at leading candy departments everywhere.

Rollfast
BICYCLES



BICYCLES • VELOCIPEDS • WHEELER SKATES

LETTERS TO THE EDITORS

LOVE GODDESS

Sirs:
I have been reading the letters to the editors of *LIFE* and have been amused to find that her popularity is the subject of so much discussion. I am sure that her popularity is the result of the fact that she is a beautiful woman and that she is a beautiful woman.

ROBERT L. KRAUSE
New York, N.Y.

Sirs:
It is a pity that the Greeks are unable to find any compensation for the fact that they are a different sort of people than the Greeks. I am sure that they are a different sort of people than the Greeks.

BERNARD BAUER
Notre Dame, Ind.
Sirs:
Having finished an intensive study of Greek mythology and sculpture, I am unable to find any compensation for the fact that they are a different sort of people than the Greeks. I am sure that they are a different sort of people than the Greeks.

PAUL J. MURRAY
JACKSON, MISS.

Vermont University
Burlington, Vt.

Sirs:
Congratulations. You really got a little sea back in your mind. I am sure that you are a different sort of people than the Greeks. I am sure that you are a different sort of people than the Greeks.

MAI REYNOLDS
DICK WOOD
Worcester, Mass.

Sirs:
You are a different sort of people than the Greeks. I am sure that you are a different sort of people than the Greeks. I am sure that you are a different sort of people than the Greeks.

METHODISTS

Sirs:
Possibly you will be criticized for not devoting your entire issue of *LIFE* Nov. 10 to serious subjects. I think it is reasonable to expect that you will devote your entire issue of *LIFE* Nov. 10 to serious subjects. I think it is reasonable to expect that you will devote your entire issue of *LIFE* Nov. 10 to serious subjects.

BEVERLY KELLEY
New York, N.Y.

Sirs:
Thanks sincerely for increasing my humble pride in my church, and self-respect as a member thereof and

Known the world
over as the
Gift of Gifts—
The Lighter
That Works

ZIPPO

Be remembered longer
—remembered more
often. Give an ever
faithful Zippo...

New models meet
every purse and purpose
—personal, formal, sport,
business, the family,
beau or belle. Packed
in handsome gift boxes.

Signature or three initials
(not included in prices
shown to right)
\$1.00 extra, will
personalize your gift.

Demand the genuine ZIPPO
at your favorite dealer.

ZIPPO MFG. CO.
Dept. L
BRADFORD, PA.



Start them off
right—give ZIPPO
Flints & Fluids,
too.

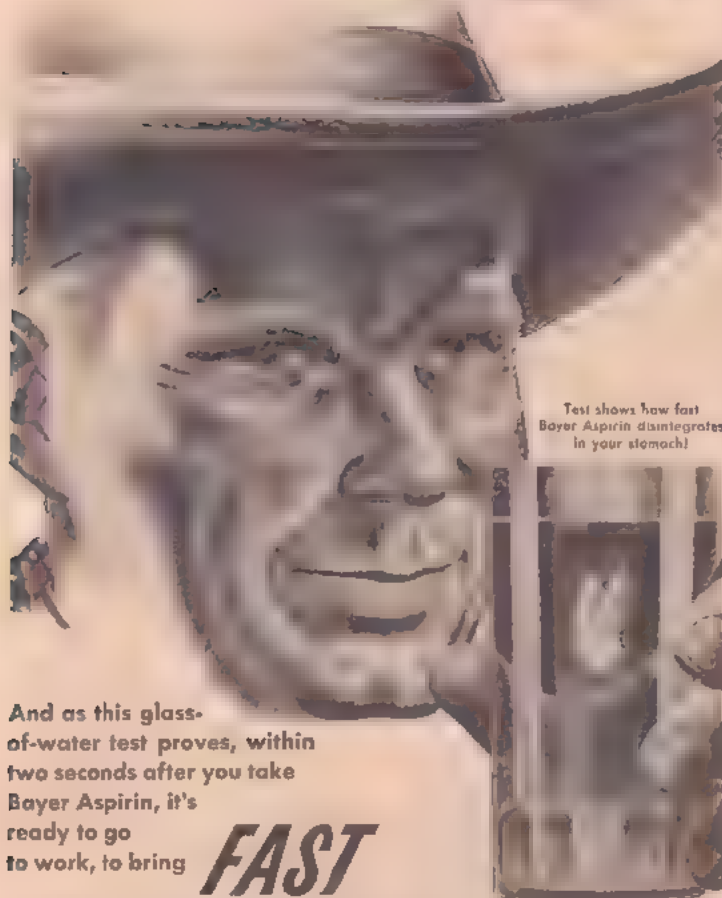
ZIPPO
Windproof **LIGHTER**

© Zippo Mfg. Co., 1947

CONTINUED ON NEXT PAGE

IT HAPPENS IN *TWO* *SECONDS*

Within two seconds after
pouncing on a wild steer,
an expert bulldogger
can wrestle it to
the ground!



Test shows how fast
Bayer Aspirin disintegrates
in your stomach!

And as this glass-
of-water test proves, within
two seconds after you take
Bayer Aspirin, it's
ready to go
to work, to bring

FAST *PAIN RELIEF*



It's wise to keep Bayer Aspirin
handy at all times, to take when-
ever you have an ordinary head-
ache, neuritic or neuralgic pain. For
Bayer Aspirin is one thing that means
really quick relief, is actually ready to
go to work in two seconds!

Always ask for genuine
BAYER
ASPIRIN

Remember—this amazing 2-second
speed is due to the fact that we take
three important steps... not just one
... when Bayer Aspirin is made. And also
remember that Bayer Aspirin's single ac-
tive ingredient is so effective doctors
regularly prescribe it for pain relief
... and so gentle to the system mothers
give it even to small children on their
doctors' advice.

Get genuine Bayer Aspirin. Of all
pain relievers, none can match its
record of use by millions of normal
people—without ill effect!

LETTERS TO THE EDITORS

—CONTINUED—

my hope that Americans will at last
find the right way out of the maze of
problems in which they find them-

Philadelphia, Pa.
FRANZ H. PARKS

THE METHODIST CHURCH
Among which you did not mention
Among their former interdictions was
not going to the theater. The
result of this was that except in large
cities most theaters were not called
theaters. The favorite name was grand-
opera house. Few of these ever housed
a grand opera. Many theaters were
called the academy of music. Others
were named auditoriums or halls.

Visiting entertainments were not
always theatrical. The strict Metho-
dist was therefore free to go to the
academy of music to hear a concert or
listen to a lecturer. Also many Metho-
dists went regularly to the grand-opera
house to see plays or even burlesque
shows and could still claim they had
not stepped foot inside a theater.
There is in this evasion, of course,
something that is methodically Ameri-
can.

Howard Lindsay
New York, N.Y.

HIGH PRICES

... In your article, "High Prices"
(LIFE, Nov. 10), the reader is led to be-
lieve that the farmer is nothing short
of a profiteer at the expense of the rest
of the country. In isolated cases this
is true but in the main farmers are
not any better off than anyone else.
The points you fail to bring out are:
1) in 1919 the farmer's standard of
living was below the national aver-
age; 2) if the rest of the workers of
the nation put in the farmer's long
hours, they would make much more
than they do now; 3) in few occupa-
tions is so much gambled for so little
against such odds, and 4) a large per-
centage of farmers are just now go-
ing the depression debts and mort-
gages paid off.

Robert E. Totman
Stanford, Calif.

Stars

You present the economic facts
very well. However the photographic
chart tells the story of what has hap-
pened to various types of U.S. citi-
zens in the postwar inflation only
partially. Taking into consideration
the impact of the inflation on the
wealth of the four types, the farmer
is even more the outstanding gainer
than he appears on your chart. Not
only has his land, as you yourself
mention, tremendously increased in
value, but he has also been able to re-
pay his mortgages and other debts in
cheap money. On the other hand
the white-collar worker's and, to a
certain extent, the investor's posi-
tion, has deteriorated more than your
chart shows. Every type of invest-
ment or saving that constitutes a dol-
lar claim (as do all types of bonds,
mortgages, savings accounts, insur-
ance claims, etc.) has lost about half
of its original purchasing power. Prob-
ably a greater part of the wealth of
the professional, white-collar workers
and other members of the middle
class consists of such claims than does
the wealth of any other group;
hence they have suffered more.

We certainly should be aware of the
fact that the middle class, culturally

There is always
a RIGHT time...
HARVEL



DATE-O-GRAPH

What better time than the Christmas season
to give him a calendar for his wrist! The ex-
clusive Harvel DATE-O-GRAPH tells month,
date, day, hour and second! It has
movement, stainless steel case with all the
exclusive Harvel Movements and features
anti-magnetic, no case shock, fast reset
and 5-year power. Tax included.



RIGHT for accuracy

Harvel Watches are the trustworthy
achievement of your favorite watch
engineering and precision manufacture.

RIGHT for beauty

Harvel watch cases are styled by the
world's leading designers.

RIGHT for price

Simply compare Harvel Watches for qual-
ity with any other watch—dollar for dol-
lar. Harvel means value.

HARVEL WATCHES ARE SOLD EXCLUSIVELY
BY LEADING JEWELERS

HARVEL

One of The World's Fine Watches

Write us for the name of the Harvel dealer in
your city, if your own jeweler cannot supply you.
Harvel Watch Company, Department 412
Rockefeller Center, New York 20, N. Y.



“It’s easy to type” said the college freshman
 “when you learn
 from Norman Saksvig!”

NORMAN SAKSVIG, authority on speed techniques and former champion, comments on the correct techniques pictured below . . .



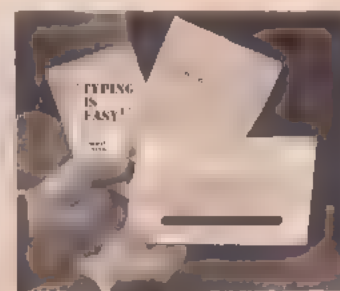
FINGERS should curve as shown with wrists resting on desk. Tap keys briskly with finger tips.



PIVOT fingers from the “home” positions to strike keys with proper fingers. . . then return to home.



“HUG THE KEYS,” says Saksvig — eliminate arm or wrist action, keep the fingers close to the keys.



ALL YOU NEED: Typewriter. Instruction book — touch typing chart (with exercise on back) — then go ahead!

POSTURE is important. Sit erect, feet flat, to acquire comfortable balance and avoid fatigue.

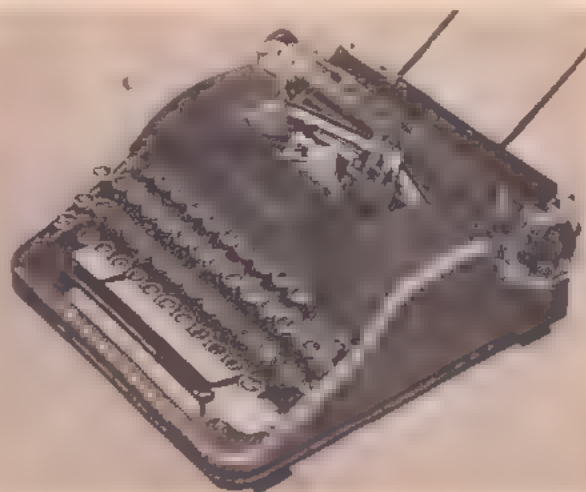
Smith-Corona Portables offer you full-size “office typewriter” keyboard

. . . plus features which you must see to appreciate—effortless “Floating Shift” (a Smith-Corona “first”), protective “All-Around Frame,” Touch Selector, etc.—plus speed, easy action, and an outstanding name for high quality. Convenient carrying case included.

With reasonably brief practise, according to Norman Saksvig, any beginner or

“occasional” typist can quickly acquire “useful” typing speed—faster, that is, than handwriting, more legible, more businesslike. And from that point on, your typewriter becomes a home necessity.

Perhaps your dealer can supply you now. If not, he can show you a Smith-Corona, explain it, and list your order. Production is increasing, it’s not too early to order one.

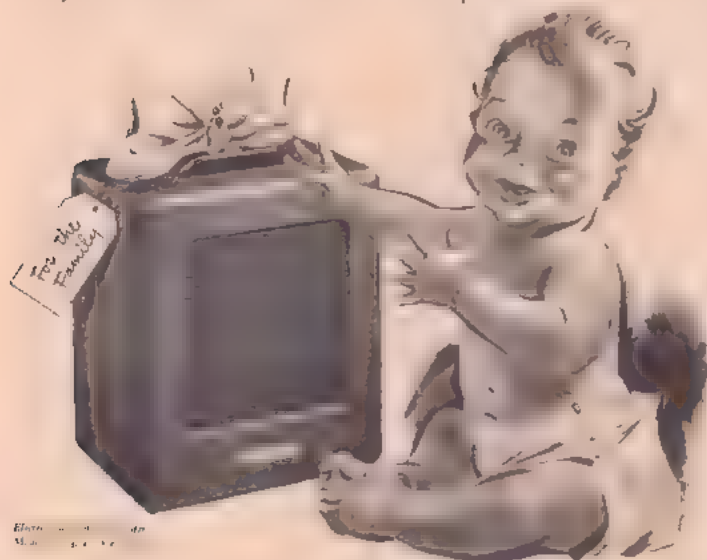


SMITH-CORONA

PORTABLE TYPEWRITERS

L. C. SMITH & CORONA TYPEWRITERS INC. SYRACUSE 1, N. Y. Makers also of famous Smith-Corona Office Typewriters, Adding Machines, Veed Duplicators and Typebar Brand Ribbons and Carbons

Give Comfort... Give Safety



...Give Electromode

THE SAFE ELECTRIC HEATER



It Circulates the Heat! Electromode's electric fan spreads heat over a wide area... raises temperature of the whole room just one small spot!



It Can't Start a Fire! Even any fabric or a safe from scorches should there be a fire.



It's Ideal for Children! No hot surfaces, no fire hazard.

HERE'S the ideal Christmas gift for the family... for someone special... for yourself. Give the only portable electric heater that's so safe it can't cause fire—can't give even the baby a shock or burn! Give Electromode!

Electromode has no exposed hot wires or glowing coils. Its patented cast-aluminum Safety-Grid heating element and quiet fan give lots of quick, circulated warmth... and real protection against accidents. This sturdy, attractive heater is an all-year gift; can be used for cooling in summer! Approved by Underwriters' Laboratories. At your dealer's, \$29.50 plus tax.*

ELECTROMODES For Every Home Heating Need... Built-in-Wall Heaters, for rooms small and large, give quick extra warmth in bathroom, nursery and hard-to-heat rooms. Easily installed, without plumbing or ductwork. Can be controlled with thermostat.

GET THIS VALUABLE BOOKLET

A booklet containing interestingly detailed information of electrical home heating. At your dealer's or write to us, enclosing 10c, to cover stamps for postage-handling.



ELECTROMODE CORPORATION
45 Crouch St., Rochester 3, N. Y.

World's Leading Exclusive Manufacturer of All-Electric Heaters

LETTERS TO THE EDITORS

CONTINUED

the most valuable part of a nation, bearing the brunt of the... I at a disappearance or ever... taking of the middle class for that's upheaval of the existence... tious to anybody who... understanding of history.

H. B. BENNETT

Associate Professor of Economics
Florida College
Florida, N. Y.

HOLLYWOOD

Robert Taylor's statement before the U. S. House of Representatives Committee of the House of Representatives raises an old question, "Should we give the country back to the Indians?" If we take Mr. Taylor's statement that all Communists should be deported to Russia to its logical conclusion... to the U. S. A. back to the Indians for \$24 and a bottle of rye.

The Fascists to Spain or Argentina
The Conservatives to Canada
The Jews to Palestine
The Negroes to Africa
The Japanese to Japan
The Italians to Italy
The Mexicans to Mexico
The Polynesians to Ireland
The Utopians to Utopia.

By this time there would be only Mr. Taylor and the Indians left (the only pure 100% Americans), and we suspect that Mr. Taylor would have to use all his charm and sales ability to trade the U. S. A. back to the Indians for \$24 and a bottle of rye.

SUNNY RUBINOFF
CLIFF MANNERS

University of Toronto
Toronto, Canada

YOUR NOV. 3 ISSUE CARRIED A CAPTION UNDER ONE OF MY PICTURES TAKEN DURING THE CONGRESSIONAL INVESTIGATION. STATING I AM PRESIDENT OF THE MOTION PICTURE ALLIANCE FOR THE ABOLITION OF AMERICAN CENSORSHIP. ONE OF YOUR REPORTERS MADE THIS STATEMENT IS COMPLETELY MISTAKEN. I AM NOT PRESIDENT OR A MEMBER OF ANYTHING OF THIS TYPE...

JACK L. WARNER

HOLLYWOOD, CALIF.

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AMERICA'S COMFORT HATS
STYLE SETTERS
WALL STREET

For more than 30 years the name STEVENS has been a guarantee of quality, style and comfort in hats. Priced from \$7.50 to \$10.00.

SADDLER
GLOBESTER

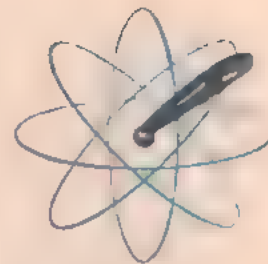
Ask for a STEVENS at Better Dealers Everywhere
STEVENS HAT COMPANY

Say, gals, want him to go for you? Then keep your breath as fresh as dew! Just chew B-Wise, and yes, "By Gum," You'll be his very favorite chum!

FOR KISSABLE BREATH...

B-WISE GUM
REFRESHES THE BREATH
AFTER ONIONS, ALCOHOL, TOBACCO
GUM PRODUCTS, INC. East Boston 28, Mass.

new...magnetic...



SWINGS ON A SPHERE! A new-type magnet of super-strength provides a magnetic spot on which the sphere-tipped holder rests. A flick of your finger and the "51" Pen swings up and down and around . . . horizontal or vertical. Stays poised in just the position that suits you best.

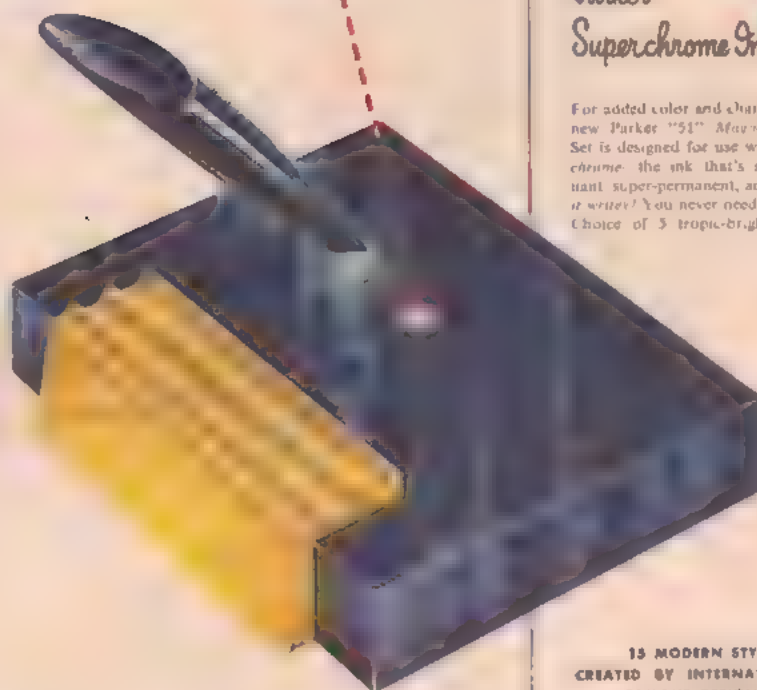
NEW!
Parker
Superchrome Ink

For added color and character, this new Parker "51" *Magnetix* Desk Set is designed for use with *Superchrome*—the ink that's super-brilliant, super-permanent, and *dries as it writes!* You never need a blotter. Choice of 5 tropic-bright colors.

Parker "51"

M A G N E T I X

Desk Sets



**15 MODERN STYLES
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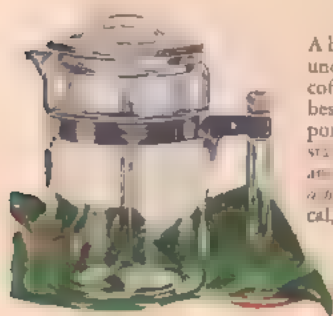
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LIFE'S COVER



Since the advent of "Shane" has said "Shane!" with more conviction than Gregory Peck, who is sometimes called, because of his homespun look, "the Lincol'n of Beverly Hills." Eight years ago Peck at was a harker at the New York World's Fair, the former ha of actress Katharine Cornell (pp 76-79), fathered two sons and appeared in some seven highly successful movies (Spellbound, The Yearling). His choicest role to date is that of the journalist who fights anti-Semitism in "Gentleman's Agreement" (pp. 95).

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LEAVING HISTORIC WESTMINSTER ABBEY IN A GLASS-WALLED COACH, PRINCESS ELIZABETH AND PHILIP MAKE THEIR FIRST PUBLIC APPEARANCE AS MAN AND WIFE

A ROYAL WEDDING BRINGS JOY TO BRITAIN

In the bleak winter of Britain's austerity the skies cleared for a brief moment. A week shining through came a fleeting, no longer going, glimpse of ancient glory and a little promise of hope for better days to come. The Princess—the heir to the British throne—was taking a husband, and some of the old pomp and pageantry sang out in the land.

True, the route of the wedding party from Buckingham Palace to Westminster Abbey was held to the minimum 1½ miles, a fact which kept many curious Londoners from seeing the royal coaches and the limousines. The menus of the wedding parties showed no trace of luxury, and in the Abbey only

a small array of flowers flanked the altar. Many of the public figures among the 2,500 special guests in Westminster Abbey wore threadbare hats which had seen much better days. Yet the royal Household Cavalry turned out resplendent in their burnished breastplates, riding their sleek, all-alike black horses. Queen Mary rode erect and regal in her old-fashioned, box-shaped limousine, holding her head high so that all might see. Indeed almost all of Europe's vanishing royalty crowded into the Abbey, wearing finery and jewelry which somehow had survived all disaster. It seemed that all of London turned out to see a drama which, if

somewhat anachronistic, was nonetheless inspiring. The people crowded along Whitehall to see the procession to the Abbey (pp. 32-33). At the Abbey they cheered the arrival of six kings, seven queens and numerous princes and princesses (pp. 34-35). Over loudspeakers they heard Princess Elizabeth say her vows (pp. 36-37). For hours they milled around the Palace hoping to see the newlyweds make an appearance on the balcony (p. 39). Then, looking somehow happy as if it had been their own wedding day, they went home, with the quiet reassurance of good order, tranquility and survival that a British throne means to Britain's people.



RARE ILLUMINATION The streets of London were lit up to holiday atmosphere which swept all of England as time for the ceremony drew near



BACHELOR DINNER Prince Philip, center, and other guests at a bachelor dinner

LONDON AWAITS GREAT PROCESSION

In austere Britain, Englishmen gladly finance their monarchy, but in return they demand a good show. The Attlee government overlooked this fact, King George did not. The royal family did its showmanlike best, and although the attendant panoply was one of pomp and straitened circumstance, the British people found great delight. On the eve of the wedding all of London revelled. Prince Philip celebrated his last night as a carefree sailor at a bachelor dinner (left, below). Other Londoners danced in the streets, but for the most part, they stood in place, getting and holding their places along the procession route. Some waited for hours on outdoor telephone booths, some in doorways, many on the steps of houses, but the majority jammed together on curbstones and tried to sleep (bottom). At mid-morning an estimated half million spectators were on hand to see the procession of royalty from the Palace to the Abbey. Many saw little. Shortly before the procession was due, soldiers and soldiers formed lines along the street. When the carriage bearing Princess Elizabeth and King George VI arrived by (opposite), the soldiers presented arms. This maneuver was a proper salute to the royal couple. But it also created a view of every royal subject



LESSER CELEBRANTS Prince Philip, center, and other guests at a bachelor dinner



EAGER SPECTATORS at a gathering along the procession route at about 7 p.m. on the day before the wedding. The women in the foreground are mothers and daughters.

Some people took chairs, blankets, even a horse, to rest at their post along the route. Women wore A-lines and tried to make a good impression. Their



THE GREAT MOMENT for spectators comes next day when bride's coach, drawn by white horses and attended by an escort of the Household Cavalry, enters Trafalgar

Square through the Arc and, a few feet later, King George accompanies the Princess past a thousand of her most Londoners greet her with sobs and tears

THE BRIDE AND HER WEDDING GUESTS ARRIVE AT WESTMINSTER ABBEY



THE COUNTESS EDWINA WIFE OF EARL MOUNTBATTEN, IS HELPED FROM HER CAR



PREMIER JAN CHRISTIAN SMUTS REPRESENTS THE DOMINION OF SOUTH AFRICA



PRINCESS ELIZABETH, MOVING CAUTIOUSLY BECAUSE OF HER 16-FOOT TRAIN, STEPS FROM THE ROYAL COACH WITH A HAND FROM KING GEORGE (BACK TO CAMERA)



'BEEFEATERS' (GUARDS FROM THE TOWER OF LONDON) ADJUST THEIR UNIFORMS



CHOIR BOYS, WHO CAME BY BUS, FORM A LINE OUTSIDE WESTMINSTER ABBEY



AN ETHIOPIAN REPRESENTATIVE PAUSES BEFORE STARTING INTO THE ABBEY



QUEEN FREDERIKA OF GREECE ARRIVES ESCORTED BY KING HAAKON OF NORWAY



SERVANTS FROM THE KING'S HOUSEHOLD DON GLOVES BEFORE ENTERING ABBEY



KING AND QUEEN OF DENMARK (ABOVE) AND ROMANIA'S KING (BELOW) ARRIVE



IMMACULATE GENTLEMEN AT-ARMS CARRY THEIR BRIGHTLY PLUMED HEADGEAR





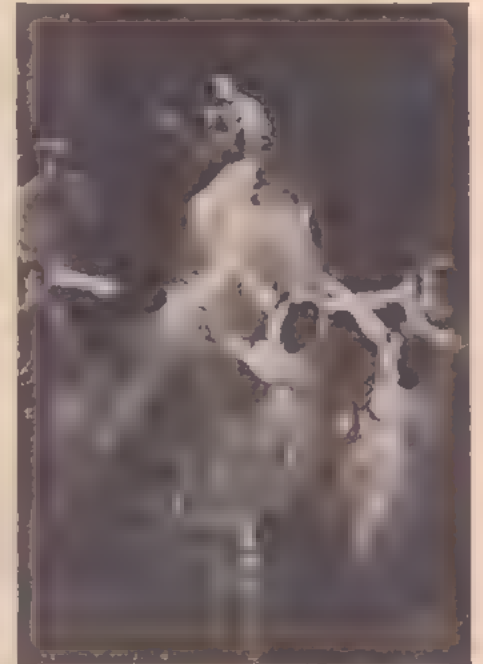
MARRIAGE VOWS are read by the Archbishop of Canterbury as the bride and groom stand on the steps of

the Westminster Abbey sanctuary, facing the altar. King George stands at the bride's elbow, waiting to give her the

away. To the right, from stage left, are the Duchess of Marlborough, Queen Elizabeth, the Duke

IN THE HUSHED ABBEY ELIZABETH SAYS I WILL

The ceremony was a two-hour affair, as was the wedding itself. Elizabeth and the groom, Prince Philip, stood facing the altar, and the seven bridesmaids, each wearing a different color, stood behind them. Elizabeth, looking lovely as ever, said "I do" and "I will."



IN A FLURRY OF VEILS Elizabeth and Prince Philip's wedding ceremony was a flurry of veils and trains as the bride and groom walked down the aisle.



IN CHILDLIKE CONFUSION! Elizabeth and Prince Philip's wedding ceremony was a flurry of veils and trains as the bride and groom walked down the aisle.

Elizabeth and Prince Philip's wedding ceremony was a flurry of veils and trains as the bride and groom walked down the aisle.

Elizabeth and Prince Philip's wedding ceremony was a flurry of veils and trains as the bride and groom walked down the aisle.



SPLENDID PROCESSION From left to right: Prince Philip, Duke of Edinburgh; Prince Charles, Prince of Wales; Prince Andrew, Duke of York; Prince Edward, Duke of Kent; Prince George, Duke of Cambridge; Prince William, Duke of Cambridge; Prince Harry, Duke of Sussex; Prince Louis, Duke of Cambridge; Prince George, Duke of Cambridge; Prince William, Duke of Cambridge; Prince Harry, Duke of Sussex; Prince Louis, Duke of Cambridge.



WEDDING PARTY answers crowd by 100,000. The wedding party of Prince Charles and Lady Diana, Princess of Wales, was the largest in the history of the British monarchy. The ceremony took place in St. Paul's Cathedral, London, on July 9, 1981. The bride and groom were accompanied by a large entourage, including the Queen and Prince Philip. The wedding was broadcast live on television, and millions of people watched the ceremony. The wedding party included 100 bridesmaids and 100 groomsmen. The ceremony was held in the presence of 100,000 guests. The wedding was a major event in British history, and it was celebrated around the world.

to his right, behind little Prince William of Gloucester one of the pages, who looks up worshipfully at the bride.

AFTER THE CEREMONY
THE LOVERS GO HOME
BUT NOBODY ELSE DOES

As the newlyweds left Westminster Abbey, there was a great fanfare of trumpets, then the rich chords of Mendelssohn's wedding march. Behind the couple a vast and beautiful procession headed by George VI and Queen Elizabeth (opposite), came most of the royalty of Europe.

For the return to Buckingham Palace through crowds that were shrieking with joy, Elizabeth and Philip went hand-in-hand with Philip. But there was no immediate ceremony for the lovers. At the Palace they

eat down with 150 guests for a wedding breakfast of fish, partridge, ice cream and cake. And from one side there was a continuous line of ladies waiting for their sovereigns (*below*).

The roar turned to thunder as the Prince and Philip, with the wedding party, came out on the Prince balcony (above). Still the people cheered loudly. Throughout the afternoon crowds eddied around the Queen Victoria Memorial, waiting for one more glimpse of their Prince and her chosen husband.



IN FRONT OF PALACE immense crowds gathered in front of the Queen Victoria Memorial, cheering and chanting "back to work to

There have been a number of baby boys who
 have been found dead. But I tell you, all the time

Girls Love a Sailor, later shifted to American musical comedy favorites like *You Can't Get a Man with a Gun*.



SHOWER OF ROSE PETALS as the bride and groom are showered with petals by the bridesmaids and the bride's friends. The bride is seen in the center of the group, surrounded by a large crowd of guests.



ELIZABETH'S BRIDESMAIDS in the wedding dress. The bridesmaids are seen walking down the aisle, carrying bouquets of flowers. The bride and groom are also visible in the center of the group.



THE KING AND QUEEN,— royal couple depart from the main gate of Buckingham Palace, watch with parental interest the departure of their son and heir.

Such they could not feel from their own eyes as they saw the royal couple pass down the steps of the palace and into the carriages.



HONORED GUESTS pose with the bride couple at Buckingham Palace before the reception following the ceremony. This is the group photo of the aristocracy such as may never be seen again. Front left: rear row—the Marchioness of Milford Haven, Princess Andrew of Greece (mother of the groom), Princess Margaret Rose, 5-year-old Prince William of Gloucester, the Marchioness of Milford Haven, the bride and groom,

young Prince Michael of Kent, Princess Alexandra of Kent, the King and Queen, the Duke of Gloucester and his son Richard. Behind the Duke is the Duchess of Gloucester. Seated in wheel chair is Princess Helena Victoria and standing behind her is Princess Marie Louise. (Both are granddaughters of Queen Victoria.) The middle row, from left: Prince George of Denmark; Princess George of Greece; Countess Mountbatten;



the Dutchess of Kent, Princess Irene of the Netherlands, Queen Frederick of Greece, Queen Mary of Greece, Queen Eugénie of Spain, Queen Alexandra of Denmark, Crown Princess Louise of Sweden, the Duchess of Aosta, Prince Eugene of Greece, Princess Renée of Bourbon-Parma, and Crown Princess Victoria of Sweden. The rear row, from left: King Peter of Yugoslavia, Queen Alexandra of Yugoslavia, the Archduchess

Marie of Austria, Prince Felix of Montenegro, Prince John of Greece, Count of Batavia, Prince Bernhard of the Netherlands, King Haakon of Norway, Queen Mary of Greece, Prince René of Bourbon-Parma, King Frederick of Denmark, King Michael of Roumania, Prince Mihail of Bourbon-Parma, and, partially obscured, and the Duchess of Aosta, Princess Elizabeth of Luxembourg, and her brother Prince John.

ANTI-SEMITISM

IS HOLLYWOOD'S PRAISEWORTHY EFFORT TO COMBAT IT OBSCURING THE CENTRAL POINT?

Hollywood has produced two pictures on the subject of anti-Semitism. The first, *Crossfire* (LIFE, June 30) is also popular success, and the second, *Gentleman's Agreement* (pp. 95-100) is off to a good start as far as critical applause is concerned. Will this reduce anti-Semitism in America? We think so, for Hollywood's intentions are good. The success in this case is certainly just. But the policy of Hollywood's aim is another matter, for anti-Semitism is a subject on which there is a great deal to be said, even though not on both sides.

The two movies have nothing in common except that they speak out for the less fortunate. *Crossfire* is a fast, tough murder mystery whose entertainment value (high) is exactly nothing to the fact that the victim is a Jew and the murderer a denigrated anti-Semite. Its propaganda value, on the other hand, is at best dubious. The case against it on this score has been set out in the Jewish monthly *Commentary* by the editor, Elliot Cohen, who points out that murderous race phobia is not a problem in America and "it may be dangerous to present it as such." Dore Schary, head of the studio that produced *Crossfire*, replies that he was trying to "insulate" us against the possibility of being hurt by Hitler's conversion of

his own anti-Semitism into a crusade against race phobia. *Crossfire* shows a strange callousness; the murderer never gets a trial and the net moral impression of the picture is that it is okay for a man to shoot a Jew. *Gentleman's Agreement* is described as "the equivalent of a sheriff's badge" to shoot a fleeing anti-Semite on the street.

No such charge can be made of *Gentleman's Agreement*. It is a picture of anti-Semitism that deals with the problem in the American scene; the claim-shield that it excludes Jews from certain jobs, cities and restricted suburbs and a quota basis in private and public life. *Gentleman's Agreement* is designed to make complacent non-Jews more comfortable, and its shafts all land, if not on the bullseye, at least on the target. Indeed the overwhelmingly didactic purpose of this talkative film quite smothered its entertainment value for one or two reviewers. It certainly makes its point!

So let us discuss not the movie but the point.

Discrimination

The point is that Jews in America are discriminated against and are thus denied equality of opportunity, one of the four principles which the recaptured motto of the President's Committee on the Problems of the Jewish People is: the other three—personal safety, citizenship and its privileges, freedom of conscience and expression—Jews are not at a disadvantage. (The same cannot be said of other minorities, notably Negroes, but that is another story and, one hopes, another movie.)

This discrimination against Jews is not to be confused with modern political anti-Semitism which stems from the Protocols of the Elders of Zion (a Czarist secret police forgery of 1906), the race theories of Houston Chamberlain and

other anti-Semitic theories. It is a political anti-Semitism that has got more hold in the U.S. and its local practice, Polley, Winrod and the rest—while still publishing quantities of shiny periodicals—have lost rather than gained ground since the war. At the same time discrimination against Jews, which dates back to the 17th Century, has shown some current increase. The housing shortage and the overcrowding of professional

in-groups—that is, to desert their separate faith and culture—it would result in a serious loss to the spiritual and cultural strength of America. Says the above-quoted Elliot Cohen, "We will be a less tolerant and a poorer country unless we learn not only to permit but to prize the variety and values of the kind of American who never appears in advertisements—the Pole, the Italian, the Irishman, the Seventh Avenue dress manufacturer and the bearded orthodox rabbi, the grimy, sweaty workman and the men of other 'old-fashioned' skin colors."

"America, if I read the documents aright, was not meant to be a land for people 'just like us.' The 'exclusiveness' of the gentleman's agreement, collusive or legal, was no part of the picture; nor was mere gentility, native or imported, the prescribed ticket of admission. It was meant to be a free land for all kinds of people."

Like Chaim Weizmann, who fell deeply into the hands of the Zionists now seeking the way back to a firmer base. The three sects of Judaism are in creative travail, a travail complicated by the memory of Hitler's mass murders and by the strongest secular temptation ever presented to a religious community: political Zionism. As both Jewish and gentile writers have recently pointed out, modern political Zionism had its origin in modern political anti-Semitism, which the Zionist prophet Theodore Herzl thought was at least as long as the Jews. The reciprocal action between these two mass passions has troubled for 50 years, its latest manifestation being an upsurge of anti-Semitism in Zion's new enemy, the West's most tolerant country, England.

On the Sidelines

The Jewish soldier in *Gentleman's Agreement*, Dave Goldman, says to the hero, "I'm on the sidelines of anti-Semitism. It's your fight, brother." But that is a half-truth, for the Jewish conscience must do some work too. Anti-Semitism is primarily a problem for the Christian conscience, but it is one which cannot be wholly solved without the Jews' help. The Jew on the sidelines is offering to settle the more Mediterranean nation in a world of Christian nationalism or a new level of "social adjustment" in America, the land of perpetual horizons. Can a great people really buy self-respect so cheap?

America is not yet the kind of nation that one or wants a homogeneous people, accent, color or religion. We need continuing differences in these in order to continue broadening the definition of our national character. The only requirement is that each individual American be able to work and live as an individual. The Jew is not a product of environment. It is what makes him change environment and make it his own to change it by individual assertion, as through a work of art, than by group manipulation, as through a Hollywood tract. That kind of dignity rests on the individual's relation to his universe, his God. It reaches from man to man and knows neither nations nor groups.

NEXT WEEK IN LIFE

H. R. H.

The Duke of Windsor begins "A ROYAL BOYHOOD"

His own story, in three parts, of his early training and education as a British Prince. Illustrated from his personal albums.

schools throws a more garish light on the Jews' necessity to fight for equal opportunity in these areas.

Discrimination is a problem that has to be and is being combated. In the few states which have Fair Employment Practices laws (notably New York) are slowly proving that employers and unions will stop discrimination in response to the right of equal opportunity. No doubt snobbery will also yield to educational treatment, such as *Gentleman's Agreement*. Indeed it is quite possible that this form of snobbery will become universally unfashionable and the Jews in America be treated "like everyone else" in a very short time. Given the rapidly shifting social patterns in America, that happy outcome seems at least as likely as a wave of serious anti-Semitism. And if discrimination were all there is to it, then what Europeans call "the Jewish problem" would be solved. But it isn't.

A few months ago Walter Winchell proposed to "fight race prejudice" by barring all discrimination from the radio. This outburst, in a nation, which would further culturally impoverish a sufficiently barren medium, has a faint echo in *Gentleman's Agreement*, whose hero is elaborately insistent that Jews are just like everybody else. (An old Jewish witticism used to add "only more so.") Well, they are and they aren't, but to insist only on the likeness is to deny the only solution to the Jewish problem is for Jews to be assimilated into the dominant white Protestant American culture. That is a solution for some Jews but by no means all.

If all Jews chose to merge with the so-called



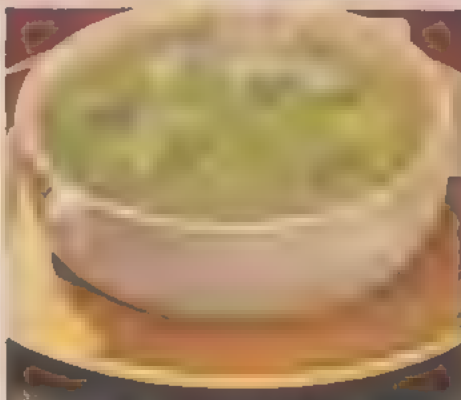
"What's cookin', Good Lookin'?"

"When my husband greets me like that, I know he's brought home his appetite—and what a help to have good, hot soup ready. I just couldn't keep house without Campbell's Soups. They're so tempting and nourishing and . . . a real life-saver for us young-marrieds. Of course Bill and I have our favorites but it's such fun to go 'exploring', too, among all those 21 kinds. You make wonderful discoveries!"

Campbell's Soups



BEEF through and through—a stock simmered from lean beef, plenty of pieces of beef, golden egg noodles. A main-dish soup for a hungry man!
CAMPBELL'S BEEF NOODLE SOUP



Asparagus—ever-welcome springtime treat—made into a tempting purée. Lots of tender asparagus tips. Prepare it with milk or water.
CAMPBELL'S ASPARAGUS SOUP



"Almost a meal in itself" is what women everywhere call this hearty, homey soup, with its 15 different garden vegetables and good beef stock.
CAMPBELL'S VEGETABLE SOUP

"Choose one of my

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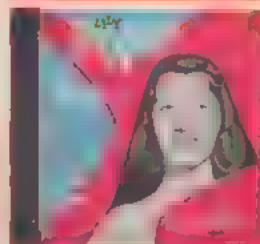


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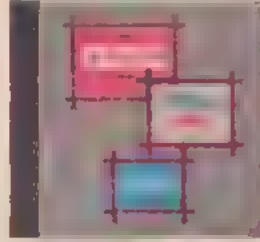


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Eternally Yours. Rita Savaris, Mezzo-Soprano with orchestra. MM-654 \$4.75*



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Hymns We Love. Nelson Eddy. MM-646 \$5.75*



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Joseph Sziget
Beethoven- Violin Concerto in D Major. Joseph Sziget, Violin. Walter Cond. Philharmonic-Symphony Orch. of N.Y. MM-597 \$7.10*



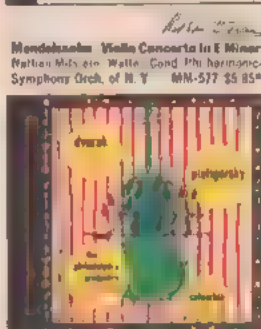
Rudolf Serkin
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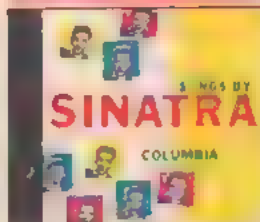


Leon Petri
Tchaikovsky- Concerto No. 1 in B-Flat Minor For Piano and Orchestra. Leon Petri, Piano, with Walter Gieseler conducting the London Philharmonic Orchestra. MM-318 \$5.85*



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Songs by Sinatra- Vol. 1. Frank Sinatra, Orch. directed by Axel Stordahl. C-124 \$3.75*



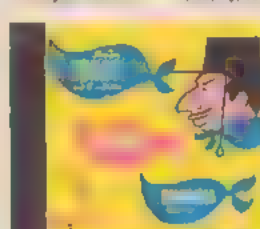
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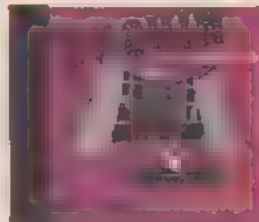
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Cinderella. Uncle Bill Adams and "The Let's Pretenders" with Orchestra conducted by Maurice Brown. J-MJ-32 \$3.00*

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Goldilocks and the Three Bears. David Allen narrator with Orchestra conducted by Curtis Bevier. J-MJ-35 \$1.75*

Cinderella. Uncle Bill Adams and "The Let's Pretenders" with Orchestra conducted by Maurice Brown. J-MJ-32 \$3.00*

The Pied Piper of Hamelin. Gene Kelly narrator with Orchestra. J-MJ-36 \$3.75*

Goldilocks and the Three Bears. David Allen narrator with Orchestra conducted by Curtis Bevier. J-MJ-35 \$1.75*

*Prices shown include excise tax

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EST. 1938

COME ON! TRY THIS ONE WITH ALL-JOY, NO-WORK BIRDS EYE SPINACH!

Smack your lips! Here's pan-browned Hash 'n Spinach—a delight to eat and so economical you'll think that some one turned back the clock.

And easy to prepare—my! No effort at all, AT ALL, if you use Birds Eye Spinach.

'Cause every dewy-fresh young leaf is *already* showered. Free of all sand and grit! Every last bit of waste is snipped away!

Open the box and you're set for cookin'.

Set for cookin' that tender, thick-leaf Birds Eye Spinach with *farm-fresh* flavor quick-frozen in!

With just one can of corned beef hash and one package of spinach . . . you'll have an out-of-this-world main dish! And economical? You can't beat it!

What are you waiting for? Try this dish tonight . . . made with Birds Eye!



A product of General Foods

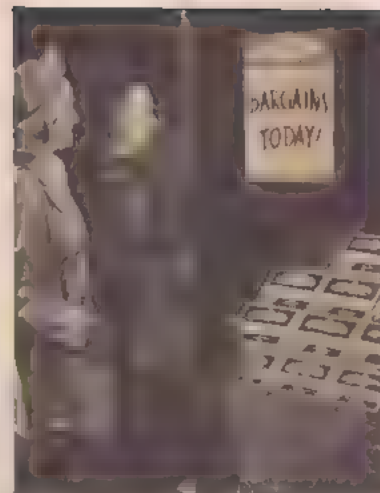
Recipe for BIRDS EYE SPINACH MOUNDS

1 can (1 pound) corned beef hash	3 tablespoons butter
Flour	1 teaspoon flour
2 tablespoons fat	1 egg yolk, slightly beaten
1 box Birds Eye Spinach	1 cup top milk
1 medium onion, sliced into rings	1/2 teaspoon salt
Flour	1/2 teaspoon pepper

Shape corned beef hash into 5 patties and chili thoroughly. Then coat patties lightly with flour and fry in fat until browned, turning once. Cook clean-as-a-whistle, *farm-fresh* Birds Eye Spinach as directed on package, drain.

Coat onion rings lightly with flour and sauté in butter until golden brown. Remove onion rings and keep warm. Add flour to remaining butter in saucepan; stir until smooth. Combine egg yolk and milk and add gradually, stirring constantly. Then cook and stir over low heat until mixture is thickened. Add salt, and pepper. Combine cooked spinach with half of the sauce.

Arrange patties on hot platter. Mound spinach on patties, pour remaining sauce over top. Garnish with the onion rings. Serves 5.



1 YOUR BEST FOOD BUY is Birds Eye! No waste, no work, no mess! Definitely economical—because you pay only for what goes on the table! WATCH FOR BIRDS EYE bargains at your store!



2 DON'T MISS a good bet! Try every last one of those wonderful Birds Eye Foods—vegetables that *all* taste farm-fresh . . . plump-as-dumping poultry—the world's grandest fruits . . . seafoods with *ocean-fresh* tang!



3 BURN HIS EARS, LADY, if anyone tries to tell you that other brands of quick-frozen foods are the "same as" Birds Eye. There is *only one* Birds Eye—with money-back guarantee!

TROUBLE

FROM PARIS TO BANGKOK MEN REVOLT AND DIE

While there was joy and laughter in London last week, the dispatches from the rest of the world carried news of riot, revolution and bloodshed. The troubles of Europe were best reflected in the face of France's Paul Ramadier (right) as he walked out of the Elysée Palace at the time of his resignation as premier. His exit was forced by French Communists, who had called nearly 700,000 longshoremen, coal miners and metalworkers out on a ruinous strike. On Nov. 22 the National Assembly gave former Finance Minister Robert Schuman a vote of confidence enabling him to form a new government dedicated to "defend the Republic," but the riots and strikes were continuing daily. In Italy (next page) Communist boss Palmiro Togliatti had called for "mobilization and combat."

"It is necessary to liquidate this government of reaction." His well-disciplined followers obeyed the command. Rioters and police exchanged shots in cities of southern Italy. Casualty figures of the Communist disorders rose to 19 dead and 54 wounded. In the two countries the Communist pattern was strikingly similar, and the strategy was clear: wreck economic recovery, sabotage the Marshall Plan, test the military defenses of the government's power. The strategy seemed to include every step short of actual revolution.

Elsewhere in the world the events were just as grim. In Calcutta, India a mob of peasants wearing hammer-and-sickle armbands had to be dispersed with tear gas. In the streets of Bangkok (p. 52) clanked the tanks of the new anti-Communist government. On the chilly battlefield of north China and in the rugged hills of Greece open warfare went on. More rifles cracked. More men died.



HEAD BOWED. In face lined with fatigue, 59-year-old Paul Ramadier bowed down as French premier. For

10 months he had kept the French people from knowing what he was doing. (p. 52) right



The finest clocks we've ever made

Your gift is smart and dependable when it's a Westclox! Never have models been more attractive, never has quality been finer, than in the stunning Westclox—clocks and watches—of today!

And there's a Westclox for every room. The lovely Logan self-starting electric alarm, shown above, is a member of the large family of electric and spring-wound alarm models, electric time clocks, kitchen clocks, wrist and pocket watches proudly bearing the Westclox name. All are attractive, all are dependable. Some Westclox have plain dials, others have luminous dials you can read day or night. Westclox are priced from \$2.10 to \$15.

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MADE BY THE MAKERS OF BIG BEN

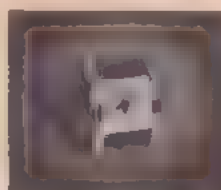
A Division of GENERAL TIME Co.



BIG BEN Alarm. the most famous alarm clock in the world. Comes in plain dial, or with luminous dial that you can read day and night.



BABY BEN Alarm. a miniature of famous Big Ben, and a chip off the block for good looks and reliability. Comes in plain and luminous dial.



TRAVALARM. An excitingly different gift, this clever little alarm clock has a sliding front shutter. Sets up for immediate duty, home or away.

Trouble CONTINUED



IN MARSEILLE Communists raided municipal council hall. Two of them entered the mayor's office, leaned out of his window (above) and invited their comrades to come up. In riot Capital is nearly lynched. Marseille.



IN NAPLES the Communist "activists" looted the headquarters of the monarchists. They wrecked the offices, threw signs and furniture from the windows and then built bonfires all up and down the street, burning monarchist papers.

CONTINUED ON PAGE 52



De Luxe:
specially
elegant...
uncommon.
WEBSTER

*Walker's De Luxe is a straight Bourbon whiskey, 6 years old;
elegant in taste, uncommonly good—a Hiram Walker whiskey.*

STUBBORN COUGHS YIELD

QUICKLY TO *Soothing*

GLYCERINE

—plus

PINE BROS.
GLYCERINE TABLETS

HONEY

TEN CENTS

10¢

5 pleasing flavors

Quick! Effective! Safe!
That's the 78 year record of Pine Bros. Glycerine Tablets in relieving cough due to colds. They cover your dry, cough-torn throat with a moist, soothing film of glycerine and relief comes fast. No strong drugs. Use them freely. **WON'T UPSET YOUR STOMACH**
PINE BROS., INC., PHILADELPHIA

Trouble CONTINUED

SIAM



IN BANGKOK



IN JERUSALEM there was an explosion which killed 5 deaths. Twenty six British soldiers were killed with British soldiers.

GREECE



IN ATHENS the Greeks reported that a Greek soldier paraded in the streets. It purported to show a Greek soldier parading in the streets. Whether real or false, this meant more trouble in Greece.

American Greeting CARDS
YOUR BEST BET... FUN TO SEND AND FUN TO GET!
AMERICAN GREETING PERFORMERS, INC. CLEVELAND, OHIO



Clear as Carols on Christmas Eve...

...is the TONE of this AM-FM Console, ...an outstanding value, with the "Golden Throat"



Victrola 610V1 plays on AC, changes twelve

When you're in New York

ONLY RCA VICTOR MAKES DECA DECAL

You hear the full, rounded beauty of the music—clear, true and rich, even at low volume levels. The graceful cabinet, with its convenient, stationary top, adds dignity and beauty to your home. Here's a treasured gift for this Christmas...and many to come!

RCA Victor's own advanced FM circuit brings you static-free reception...frequency modulation at its finest. And there's post-filtering tuning for standard radio.

For records, you have the world-famous Victrola phonograph. The four automatic record changer's rolled out with ease. Has a feather-tight tone arm and "Silent Supplac" pickup. The permanent power point saves record wear...eliminates needle clatter and needle charging. Hear one of the RCA Victor Christmas record albums...Perry Como Sings Christmas Music. You'll hear new beauty in the familiar music!



FINEST TONE SYSTEM
IN RCA VICTOR HISTORY

At the time of this writing, the RCA Victor console was available in a limited quantity. For more information, contact your local RCA Victor dealer or write to RCA Victor, 150 West 57th Street, New York 19, New York.



RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA



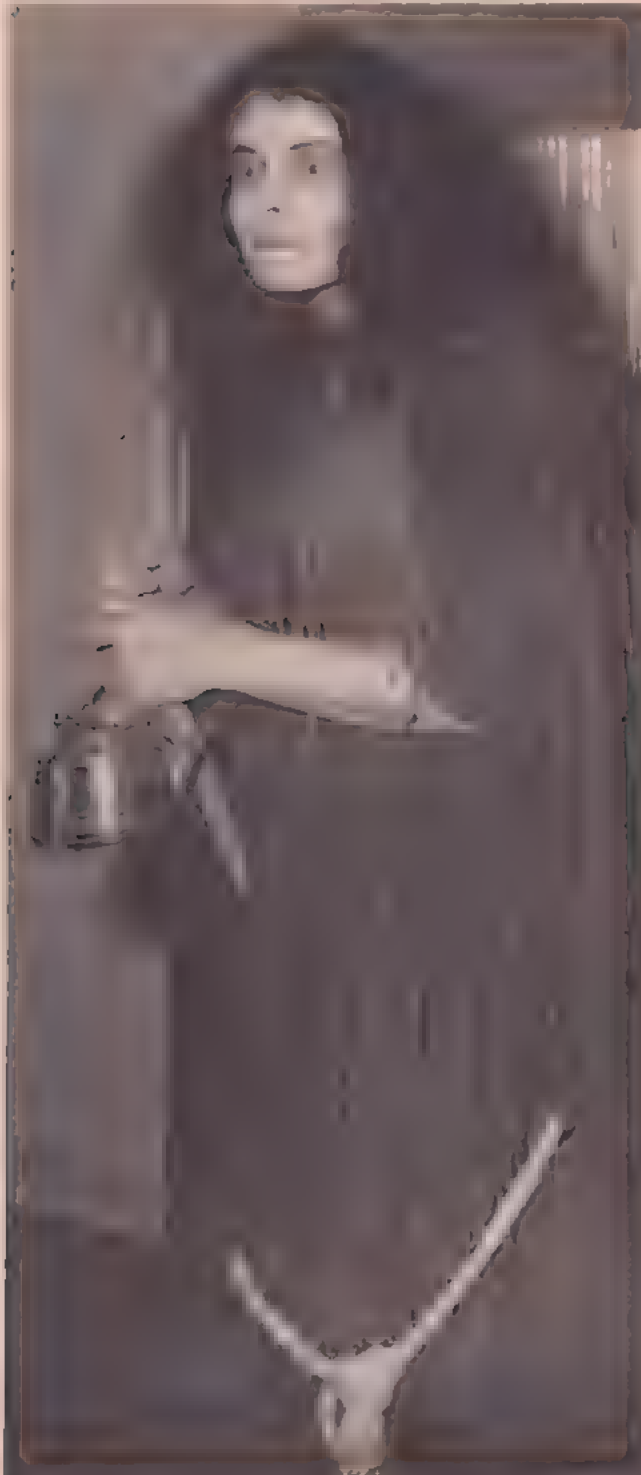
FOR THE CLUBS of Pall Mall, Piccadilly and St. James's Street, the thoughtless and the unprivileged have a standard epithet... dull. They forget that pleasure has more forms than one. A gentleman's club is correct and urbane as a gentleman's glass of White Horse.

In the older clubs of London tradition prints the pattern of life and the honoured past is present. A man likes to know that his White Horse Whisky is identical in bouquet and flavour with the White Horse Whisky his father drank, and before that his grandfather and great grandfather. He likes the mere fact that it comes to him on the very same Georgian salver. He believes it the business of clubs, friends and drinks to be what they always were. White Horse believes so, too.



WHO IS THIS WITCH?

Ugly crone is a famous actress who delights in playing an occasional prank. On Halloween she went to her Hollywood studio, equipped herself with a wrinkled face, a wart on her nose and a broom, and swirled away. A few minutes later she slipped into the home of Director Victor Fleming, circled him on her broom and left, trailing a shrill, cackling laugh. A little later she terrified Director Alfred Hitchcock (himself a master at terrifying people) with the same act. Then she whirled back to her studio, shouted "Happy Halloween" and threw a party. After lengthy consideration, she finally allowed LIFE to print this unflattering picture. Her name: Ingrid Bergman.



It's something wonderful on your Christmas Male



It's not the gift but what the gift gives him that counts! And this "B.V.D." "Ruggers" Shirt gives him comfort, style, action-freedom—three big extra reasons for a big Christmas morning smile. He'll feel right, he'll look right—wherever he goes, whatever he does, because that's the way B.V.D. tailored it. The double-purpose collar looks smart, fits right—with or without a tie. Washable. Easier to fit him in the all rayon shirts. Pick up some good cheer for your Christmas male, at your dealer's today!

"Next to myself I like 'B.V.D.' best!"

TREMENDOUS
AS ITS EARTHQUAKE!
SPECTACULAR
AS ITS TIDAL WAVE!
MAGNIFICENT
AS ITS LOVE AFFAIR!

From the pulsating
pages of **M-G-M's**
prize-winning novel...
it's a **BIG** picture!

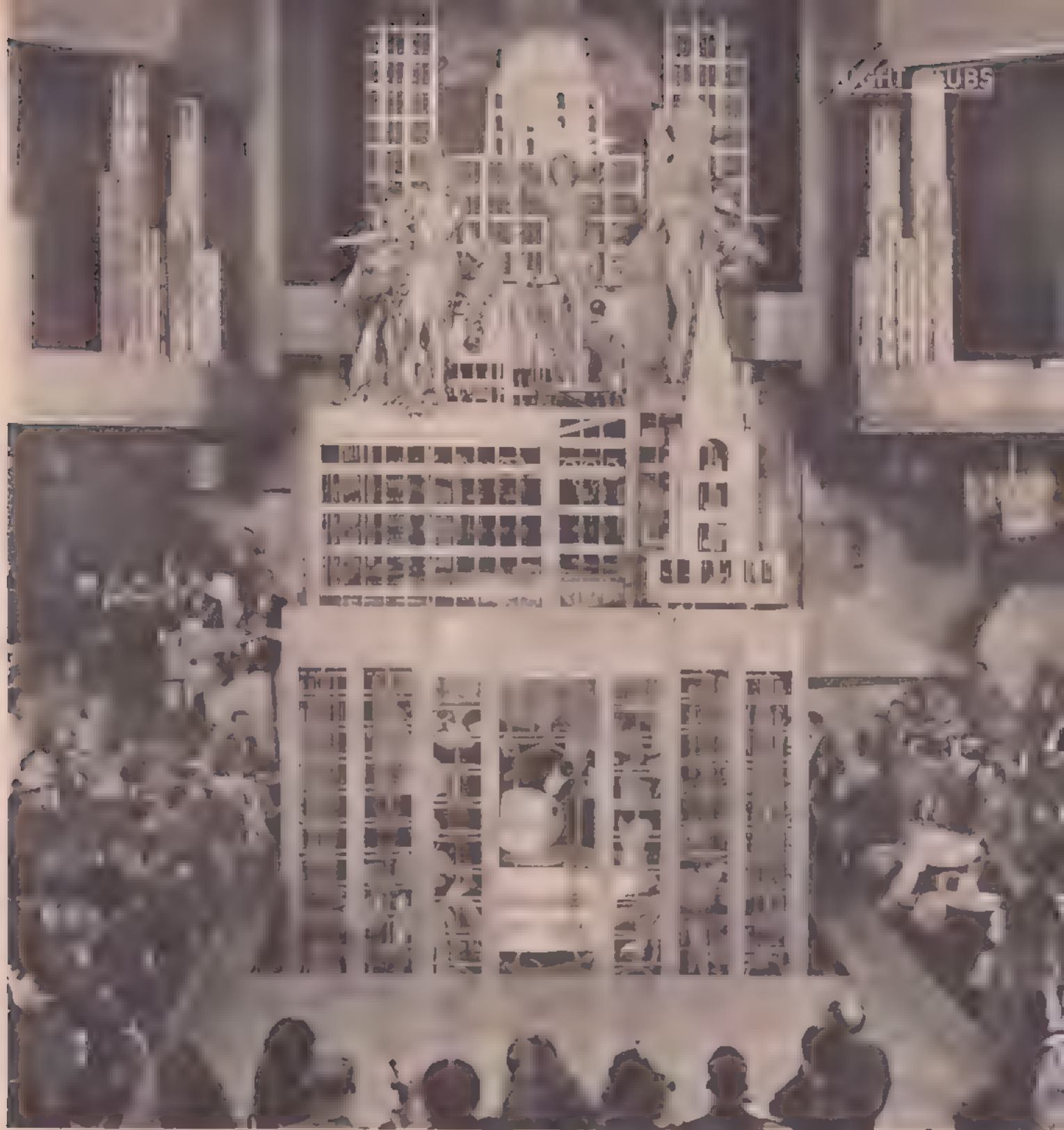


Lana Turner

VAN HEFLIN • DONNA REED • RICHARD HART

FRANK MORGAN • EDMUND GWENN • DAME MAY WHITTY • REGINALD OWEN • GLADYS COOPER

Screen Play by **AMNON KAPHAELSON** • Based on the Novel by **ELIZABETH JOHNSON** • Directed by **Victor SAVILLE** • Produced by **Carey WILSON** • A METRO GOLDWYN MAYER PICTURE



HIGH POINT IN 'AMERICAN HISTORY'—The Paris night club, which is the only one of its kind in New York City, is the only one of its kind in New York City.

It is the only one of its kind in New York City, and it is the only one of its kind in New York City.

HISTORY OF AMERICA

Paris nightclub depicts it as
an odd series of booms and busts

The Paris nightclub, which is the only one of its kind in New York City, is the only one of its kind in New York City.

The Paris nightclub, which is the only one of its kind in New York City, is the only one of its kind in New York City.

The Paris nightclub, which is the only one of its kind in New York City, is the only one of its kind in New York City.

FOR ALL GIFT OCCASIONS,
 She deserves a
Toastswell
American Best

WEDDINGS • ANNIVERSARIES • CHRISTMAS



• Best Looking
 • Best Performing
 • Best Toast
 Say Thousands of Women

Give a TOASTSWELL—the Fully Automatic, "Pop-up" Toaster with Double-Action Control (a Silent Clock and a Thermostat), to insure perfect operation. Makes any shade of toast desired—light, dark, medium, etc. And every slice is perfect, every time—with a delicious, sealed-in flavor. Fully guaranteed.

AT BETTER STORES EVERYWHERE

Also TOASTSWELL
 ★ Electric Sandwich Toaster
 ★ Food Warmer
 ★ Waffle Baker

Toastswell
 THE TOASTSWELL CO. • ST. LOUIS 10, MO.

alone all

Deep Skin Undies

under all



U.S. PATENT OFFICE



"MISS OH" wearing a derrick and a gusher, represents Heavy Industry.

BAL TABARIN CONTINUED

According to this theory the birth of the New World occurs when the dance floor slides back and a double-jointed gentleman wearing a thick coat of grease paint and some speckled pajama pants appears on a platform that rises up out of the cellar. The double-jointed gentleman represents, naturally, a Red Indian. To prove it he rolls about on his elbows and knees for a while, whereupon the stage is suddenly thronged by a large number of young ladies whose exteriors are even more thoroughly, and far more agreeably, visible than his own. At this point the Red Indian becomes imbued with romantic ideas of himself and charms the young ladies. It may well be that this part of the show represents a French version of the legend of Pocahontas and John Smith.

There occurs now a digression in the thread of the story, afforded by a pair of dwarfs who wrestle each other violently around the stage. Presently the wrestling match ends with one of the dwarfs flat on his back. It then develops that both dwarfs are merely one acrobat wearing a costume that gives him two heads and an extra set of legs and arms. The acrobat may or may not be an expression of the Kierkegaardian or Freudian theory of man's conflict with himself. In any case he bows and exits, whereupon we return to the main theme, the discovery of gold in the New World, symbolized by a throng of suitably exposed young ladies who gambol about the stage in yellow costumes. Their dance is followed by an intermission, to give the customers a chance

CONTINUED ON PAGE 31



"TOTEM POLE GIRLS," for reasons which may escape anthropologists, are a feature of the Bal Tabarin version of U. S. colonization.



*NEVER BEFORE
gifts like these*

*Nothing excites like these La Cross arts. For him, for her, each says
affectionately yours. Shown: left, Hostess \$12.50*, right, Skyliner \$7.50*.*

(foreground) Look Twice \$1.60. Others from \$1.00* to \$30.00*. At fine stores.*

*maylon
by La Cross*



GOLD RUSH scene has a girl in gold lamé dress as early American nugget.



WALL STREET scene is full of buxom gold diggers in skin-tight dresses.

BAL TABARIN CONTINUED

to absorb the lesson, along with anything else that may be handy.

The second volume of U.S. history—that, we now perceive, is the subject under scrutiny—starts with the growth and development of heavy industry. As portrayed by young ladies—suitably exposed to portray such concerns as Rubber, Radio, Steel and *Teens*—it seems that industry is very well developed indeed. It is accompanied by the rise of a skyscraper which, at about this time, emerges from the same basement that previously produced the Red Indian, in the form of a rickety structure which soon thereafter gives way to a new, stronger one. The discovery of gold is now recorded in the form of a rickety structure, in the birth of the New World, since it gives rise to the arrival of the gold digger. Gold diggers are shown in various stages of dress and under-

The Bal Tabarin allegory reaches its climax naturally in the already foreshadowed by what has gone before—of the "Peen-up Girl." It is felt by the Tabarin historians and philosophers that this marks the high point of U.S. culture to date. They consecrate the last part of their study to a thorough exposé of the entire subject. No fewer than two dozen examples of Peen-up Girls are to be observed in great detail while engaged in a variety of activities that include walking upstairs and also walking downstairs. Finally the Red Indian appears again for a few moments, now as a repaint job, and the drama moves on to its final denouement.

It is the season when U.S. nightclub proprietors, musical-comedy producers and Hollywood tycoons are getting ready their new winter shows. At least 90% of these shows will have at least one number purporting to show night life in Dear Old Paris. It should be of interest to their creators to learn that the customers in 1947 Paris nightclubs have discarded the whirling tangos and the Apache catch-as-catch-can in favor of the Gumshoe Rumba, the Stork Club Stumble and the stately and old-fashioned Squirm. In addition the customers all seem to wear American clothes and speak English with an American accent. U.S. thinkers in the nightclub field may want to borrow a leaf from this book. It should not be a fig leaf, however, as there are none to spare.



WIND-UP of "U.S. history" comes at 1 a.m. in incontestably Parisian cancan.



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note
reinforced
back
GEM BLADE

3. Blade changing's a cinch, too! *Twist*, Gem opens! *Twist*, it closes! Use Gem Single-Edge Blades, or...

4. Gem 2-Edge Reversibles with 2—yes, *two*—keen, clean numbered edges! Either style 5 for 25¢.

REMEMBER: Gem must give you the quickest, cleanest, most comfortable shaves you ever had—or MONEY BACK!



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Listen to CHAMPION ROLL CALL . . . Harry Wiener's fast sportscast every Friday night, over the ABC network . . . CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

THE WHOLE EARTH IS FULL OF HIS GLORY



FIFTEEN CLERGYMEN, LEADERS OF FIVE PROTESTANT FAITHS, POSE IN MADRAS. THREE DAYS LATER THEY BECAME BISHOPS OF THE NEW SOUTH INDIA CHURCH

CHURCH UNION IN SOUTH INDIA

FIVE PROTESTANT GROUPS MAKE HISTORY BY JOINING TO FORM ONE NEW CHURCH

Over the bowed heads of missionaries and natives in St. George's Cathedral at Madras, India, on Sept. 27, 1946, the prayer of a minister: "Hasten the time, O God, when throughout the world there shall be one flock." His prayer was that day being answered for one section of the world. Five Protestant denominations in south India had at last buried their differences and were joining in one new Christian church, the Church of South India. This was one of the largest and the most inclusive

Protestant unions in history. It numbered more than a million Indian Christians: Anglicans, Methodists, Congregationalists, Presbyterians and members of the Dutch Reformed Church, all the fruit of 250 years of endeavor by British missionaries to spread the gospel in India.

Despite a healthy growth Protestantism in south India is a tiny religious minority. Its denominations are microscopic among the swirling masses of Hindus and Moslems. By joining them

together into one church their leaders achieved two things. They made their church more powerful. They also removed a number of theological differences which had confused prospective converts among the Indians. Union did not come all at once but grew out of 28 years of continuous discussion and compromise. When the aloof Anglicans, who were the last to hold out, were finally won over, one joyful clergyman was moved to pronounce the unity "little short of a miracle."



PRESBYTERIAN BISHOP James Edward Leslie Newbigin, 37, a school principal, is youngest of all the new bishops of the Church of South India.



CONGREGATIONALIST BISHOP Stephen Kalanick, 43, a minister of South India United Church, a successor of Presbyterian Congregational Dutch Reformed.



ANGLICAN BISHOP P. V. Krishna Rao, 50, a minister of his life, now holds religious revival meetings in the hills. He was born in Dublin, Ireland.



ANGLICAN BISHOP Yeldu Mutvalu became a Christian with his mother after the death of his father, an Indian soldier. For his beliefs the Hindus persecuted him when he was a boy.

NEW CHURCH'S NEW BISHOPS

All together 15 bishops, of whom 8 are shown here, were consecrated into the new Church of South India. For their troubles in bringing about the union some of them risked expulsion from their mother churches in England, but they took their seats in the huge cathedral in Madras with quiet dignity. To present a united front even the austere Presby-

terians wore the prescribed white cotton robes with saffron stoles, *shawls*, a color they borrowed from India, where the Hindus regard it as holy. Each bishop was consecrated when nine ministers of the uniting churches laid their hands upon his head. In written statements solemnly placed on the altar of the cathedral, all denominations made concessions.



METHODIST BISHOP John W. Walker, a Black man who was elected to the large Indianocese of Missak, will guide the spiritual future of the church.



METHODIST BISHOP Edgar Berthel, a white man who was elected to the large Indianocese of Missak, will guide the spiritual future of the church.



ANGLICAN BISHOP Arthur Michael, a Black man who was elected to the large Indianocese of Missak, will guide the spiritual future of the church.



ANGLICAN BISHOP Joseph, a white man who was elected to the large Indianocese of Missak, will guide the spiritual future of the church.

He got it from the traditional Anglican. Though the people have been told that they are not to be a success, in fact they are. They are the only ones of the church who have broken away from the traditional.

For the first time in the history of the

church of the government. Before the Calvinists, the church was a small one, very much as all the other churches. It was a small church to be known by the future Calvinists. It was a small church to be known by the future Calvinists. It was a small church to be known by the future Calvinists.

tailed the right to put its own terms of worship. It was a small church to be known by the future Calvinists. It was a small church to be known by the future Calvinists. It was a small church to be known by the future Calvinists.



KAYWOODIE REMEMBERS WHEN—

*In our 18th year, we saw
the world's first chilled-iron
self-scouring plow.*

FLAME GRAIN Kaywoodie \$10
Dom Pat. Shape No. 49 Rare flame pattern
briar struggled 200 to 400 years for survival



The Kaywoodie organization
was established in 1851. You can depend on
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Look for the cloverleaf trade mark and the
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to be sure of getting the world's best
smoking pipe. No pipe smokes sweeter
or cooler. No filter is more efficient than
Kaywoodie's "drinkless" fitment. It draws
free. The Synchro Stem makes Kaywoodie
the easiest pipe to clean. Enjoy the pleasure
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New York and London. Folder on request.
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FLAME GRAIN Kaywoodie \$10
Billiard Shape No. 59
Flame Grains may be had
in other shapes \$10 each



How to buy a Kaywoodie



Look for the Cloverleaf and name Kaywoodie
on the stem of the pipe you buy



INSTALLATION OF BISHOPS was celebrated with separate diocesan
services a few days after the uniting ceremony in Madras. In diocese of Madras Bishop



Frank Whittaker (center) is the only actor who has been in the same role for 20 years. He played Orestes during the 1940s.

CONTINUED ON NEXT PAGE



PAUL LUKAS, shown here in his dressing room, demonstrates how removing stage make-up can make an actor's face tender, extra sensitive. That's the reason so many Broadway and Hollywood stars rely on Williams for easy on-the-go shaving.

Actors' faces are extra-sensitive

THAT'S WHY PAUL LUKAS SHAVES WITH
SOOTHING WILLIAMS SHAVING CREAM

A favorite star of stage and screen, Paul Lukas says, "Removing the heavy make-up I have to wear while acting makes my face extremely sensitive. But I always can shave as closely as I wish—without soreness or annoying irritation—when I use Williams Shaving Cream."

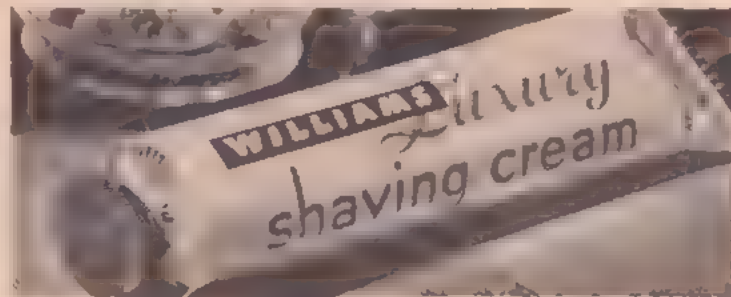
To be gentle to the skin, a shaving cream must be made of high-quality ingredients, combined in precise amounts. Exactly such a cream is Williams, made with a skill that comes from over one hundred years of experience. Its mild, top-grade in-

gredients are blended with all the soothing properties of a doctor's prescription.

Close shaves in comfort

Williams rich, creamy lather soaks wiry whiskers *completely* soft—helps you get close shaves in comfort. It leaves your skin feeling smoother, refreshed. Get a tube of Williams Shaving Cream today.

Lather or brushless? If you prefer a brushless shave, you'll find the same luxurious shaving cream quality in the new heavier, richer Williams Brushless Cream.



CHURCH UNION CONTINUED

If you're nervous as a witch...

**because the caffeine in coffee
is keeping you up nights...**



Switch to rich, delicious caffeine-free

Sanka Coffee
and sleep like this!



Sanka Coffee is superb coffee.

All coffee—real coffee—grand coffee—97% caffeine-free!

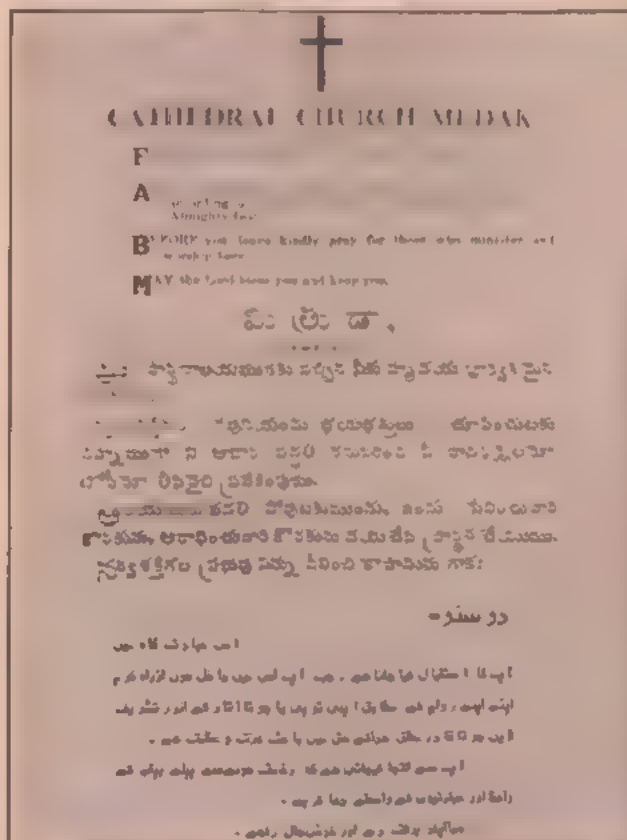
Drink it and sleep!

For your convenience, Nanka Coffee now comes in two delicious forms - New Instant Nanka, as well as your favorite grind for percolator or drip method!

A Product of General Foods



THREE KNOCKS at door of his new church are given by Bishop Whittaker as a part of ceremony. Before entering, he took off sandals.



IN THREE LANGUAGES, English, Telugu and Urdu, the churchgoers are told to remove either shoes or hat. In India shoe removal is considered holier.



CATHEDRAL AT MEDAK was lighted up at night during the ceremony while the Indians performed native pageants celebrating the anniversary.



Veri-Thin Wand, \$49.75



Veri-Thin Bruce, \$49.75



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a beautiful Curvex® the only truly curved watch

in the world, or the thin, thin Veri-Thin®,

you know that the name Gruen means

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will touch heartstrings, and make them sing. Your jeweler

has a symphony of Gruen watches, especially composed

for Christmas giving. See your Gruen jeweler today!

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Veri-Thin Carrie, 22 diamonds, \$65.

Veri-Thin Vassar,
2 diamonds, \$67.50



Veri-Thin Rose Marie,
6 diamonds, \$200



Veri-Thin Dart, \$37.50



Veri-Thin New Yorker, \$59.50



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- **Gold Sewing Boxes** with "just-what-I-wanted" charm! Charm-covered buckets, sewing baskets, darning sets, travel kits, 69¢ to \$12.95. Also: glamour aprons, bright scarves, surprises for her Christmas stocking



- **Singer Electric Irons** that will win a h— for Santa! Smooth-pressing "home" model with switch for fast, medium, or slow heating, \$10.95. Compact folding iron for fine pieces and travel, \$8.10. Both with Fabric Dial



- **Singer Vacuum Cleaners**—to lighten a lady's work! Deluxe 2-speed upright model—re-extended as you need it, automatically takes up slack, \$79.95. Portable hand cleaner for above-floor use, \$24.50



- **Featherweight Singer Portable**—an 11-pound wonder with a pick-up-and-carry case—and all the features of a full—Singer. Reserve one now! The sooner you order, the sooner your name will lead the delivery list!



- **De Luxe Desk-Model Machine**—the heart of a modern woman's wardrobe! Singer's new—very new—modern desk. Got your name on the order list early! Husbands, please note: We'll do our level best, but if your Singer doesn't arrive in time for Christmas, just tell the wife it's on the way. She'll know it's worth waiting for!



For your protection Singer sells its machines only through Singer Sewing Centers, identified by the Red "S" on the window, and never through department stores or other outlets.

Check address of your local Singer Shop in phone book. Singer Sewing Machine Company



- For cold-weather, hot-weather comfort! **Singer Room Heater**—circulates warm air or cool at the flick of a switch, \$19.75. **Singer Ribbonair Fan**—silent, vibrationless—\$12.45



- **Timesaving Attachments** for the lady who sews. Button maker, smooth finish, makes 100 perfect, non-fraying buttonholes, \$9.75. Zigzagger, Gatherer, Hemmer, etc., many others—priced from 50¢



- **Handsome Sewing Cabinets** with that "decorator" look. Modern or period styles in a variety of finishes to harmonize with any room. Amp drawer space for every sewing notion a lady could need. Model illustrated, \$35. Others \$21.

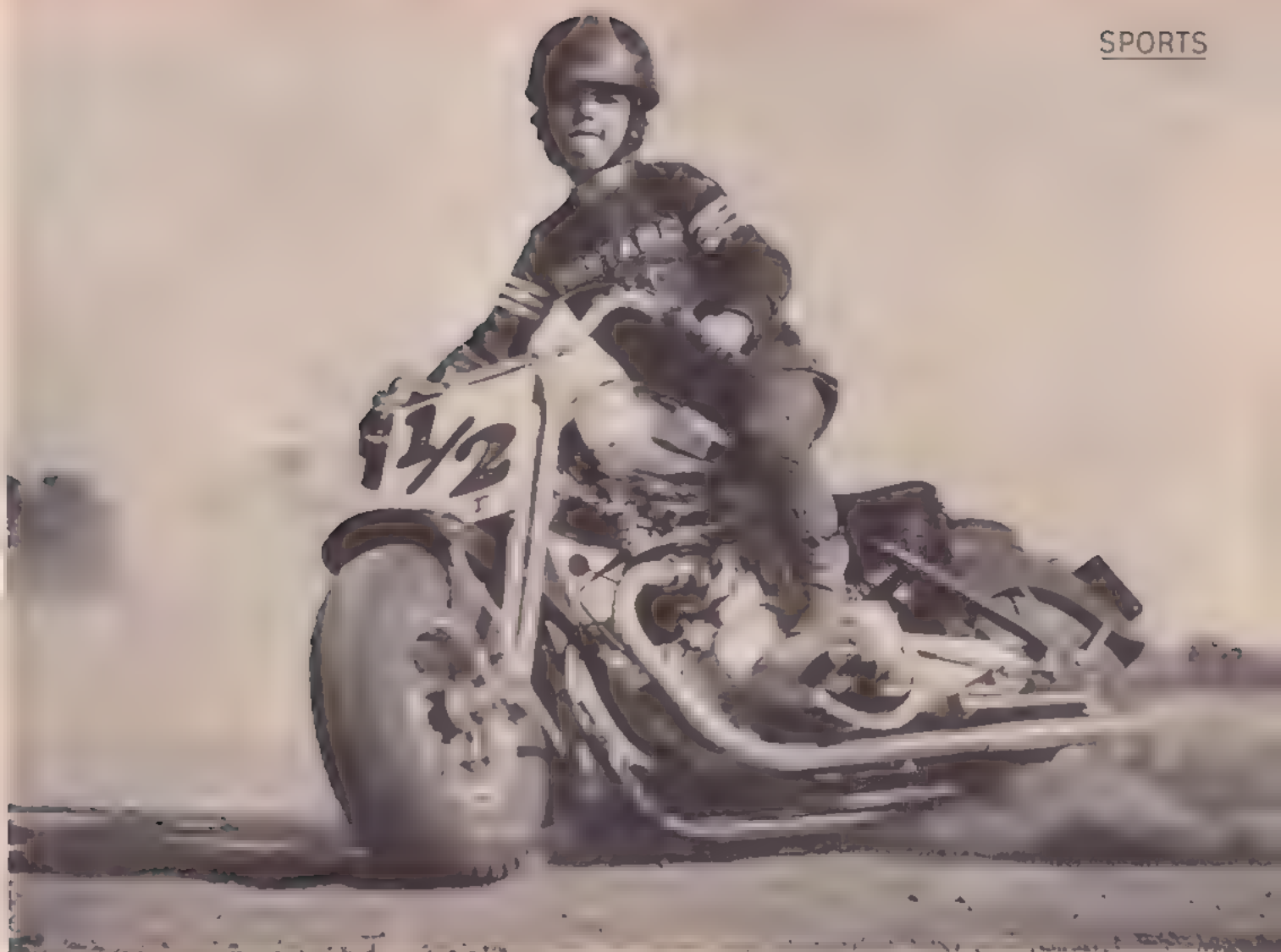


- **Singer Sewing Lessons** at the Singer Sewing Center—a welcome gift for mother or daughter! 8 lessons, \$8 for teen-agers, \$10 for adults. Shown above is the Singer Sewing Center at 827 East Lake Street, Minneapolis, Minn. Hundreds more from coast to coast. There's one near you!

SINGER SEWING CENTERS

THERE'S ONE NEAR YOU TO SERVE YOU

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WEARING HIS SHINING CRASH HELMET AND RACING UNIFORM, DONNY EMORY SKIDS MOTORCYCLE 'SIDEWAYS' MAKING IT KICK UP A CLOUD OF DUST AND GRAVEL

YOUNG CYCLIST

Daredevil Donny Emory, aged 6, performs tricks and wins prizes

Two years ago, at the age of 1, little Donny Emory took his first ride on a motorcycle and staked out his claim to be the youngest stunt motorcyclist in the world. Now he is a veteran stunt rider and racing driver who can speed along standing up on the seat of his bike and win races with ease. Last year, he won first place at Glendale Motorsports Center. He was also named the "Most Daring" rider in the world by the American Motorcycle Association.

record for his class. He also holds two trophies for stunt exhibitions.

Donny's father and mother are both motorcycle fans, and they have outfitted him with a complete uniform and padded helmet. His one-cylinder cycle has 4 hp, weighs 150 pounds. With an extra motor, it can go as fast as 100 mph. Donny has been riding since he was 1 year old. He has won many races and has a record for his class. He also holds two trophies for stunt exhibitions.



ON TWO WHEELS, Donny whips his bike around a curve. Sometimes he uses it to carry 4-year-old brother.



RIDING SIDESADDLE, Donny performs stunts. He also makes motorcycle jump off a small ramp.



ADMIRING FRIENDS gather around Donny's performance. He wears his uniform as much as possible.



No Wonder Fleischmann's makes
America's Finest Holiday Gift



NOT JUST DRY ...IT'S "DRY" DRY

—without the slightest
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Yes, Fleischmann's Gin
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Fleischmann's makes America's
most popular drinks.
Reason Two: Fleischmann's
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FLEISCHMANN'S



America's First Gin

DISTILLED FROM AMERICAN GRAIN, 90 PROOF.

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Young Cyclist CONTINUED



ASTRIDE HIS MOTORCYCLE, LEIF EKBERG WAITS FOR STARTING SIGNAL

A SWEDE IS STILL YOUNGER

This summer on a racecourse near Näsjo, Sweden, little Leif Ekberg strapped on a handsome crash helmet with a visor, climbed into the saddle of his tiny motorcycle and made a successful circuit of the dirt track. Leif had just turned 1. So far he has not tried to execute any of Donny's flashy tricks, he sticks to the flat track, and his father runs along behind him for the first turn to see that there are no ruts along the way that Leif might fall into. But by the time he is 6 he may well be as expert as Donny. Leif's father, Sug Ekberg, is a well-known Swedish motorcycle racer. He wanted to be sure that his son got an early start in the business, so he ordered the cycle when Leif was 3.



AT FULL SPEED Leif puts his own spin on the dirt track. His cycle is smaller than Donny's, but it goes as fast.



IT'S 28 CANDLES FOR BOB MCGOWAN! AT HIS RIGHT ARE FOUR OF HIS BROTHERS—LYLE, WAYNE, DAVID, DEAN. AT HIS LEFT ARE HIS FATHER AND TWO OTHER BROTHERS—GLEN AND FRANK.

STUDEBAKER CRAFTSMAN L.O. MCGOWAN and his seven sons celebrate a birthday

THESE eight McGowan men spend their working hours building Studebaker automobiles.

They're shown here relaxing at lunch time on the occasion of Bob McGowan's 28th birthday.

Genial "head man" of this father-and-son group is L. O. ("Pappy") McGowan, 54.

He says, "If three of my ten children had not been daughters, we would probably have a full football team of McGowans building Studebakers."

Due largely to South Bend families like the McGowans, there's an unbroken continuity of fine craftsmanship in Studebaker cars and trucks. It gives them a trustworthy quality,

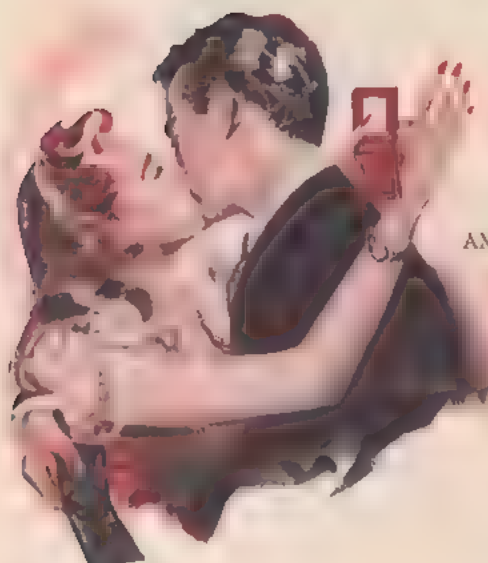
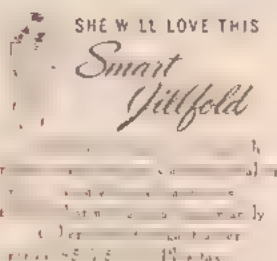
year after year, [that's the most envied tradition in the automotive industry.

This quality is safeguarded, not just by father-and-son teams, but by thousands of other earnest, competent Studebaker craftsmen. It pays off for you in top performance and value. You find it at its finest in today's far-advanced postwar Studebakers."



MAJESTIC IN DEATH, Cleopatra still sits on her throne after she slays her enemy by holding a venomous asp to her breast. At her feet lie two Egyptian courtiers who were plotting to betray her. (Clockwise from top left) Cleopatra, as played by Elizabeth Taylor, in a scene from the film. (Clockwise from top right) Cleopatra, as played by Elizabeth Taylor, in a scene from the film. (Clockwise from top right) Cleopatra, as played by Elizabeth Taylor, in a scene from the film. (Clockwise from top right) Cleopatra, as played by Elizabeth Taylor, in a scene from the film.

Personal Gifts of Fine Leather by *Enger-Kress*



ENGEL KRESS, West Bend, Wisconsin

"Antony and Cleopatra" CONTINUED



ON STAGE IN PITTSBURGH, McCLINTIC AND CORNELL DISCUSS CLEOPATRA

NO TIME FOR GLAMOUR

Portraying a queen demands a Spartan routine

Despite her glamorous role and her glamorous position as First Lady of the U.S. stage, Katharine Cornell feels there was no glamour at all in getting *Cleopatra* preened for Broadway. Costing \$125,000 to put on, *Antony and Cleopatra* was by far the most expensive of all 16 plays which Cornell has produced as an actress-manager. Fifty-five percent of this cost was paid by her own producing corporation. The rest was from outside "angels." Consequently both Cornell and her director-husband, Guthrie McClintic, started to work with an acute sense of responsibility for the financial as well as the artistic success of their play.

Instead of putting on Broadway after the usual three-week tryout, Cornell prefers a six-week tour through cities like Buffalo and Cleveland where her public is friendly and she can ease into her part. But these tours are no glamorous caravan. The first job that befalls Cornell and McClintic after they get off the train in a new town is to proceed to a park with their three dachshunds, Ilo, Loony and Cleo. If the dogs were taken directly to a hotel lobby filled with the usual potted palms, disaster would ensue. Since most hotels refuse to allow dogs in the elevator, America's most famous actress-director team habitually ascends to its suite with its pets in the freight elevator.

The next major problem is Miss Cornell's meal schedule, which is arranged by her doughty general manager, Gertrude Macy. A big breakfast must be sent up at 11 a.m. Then, while Cornell and McClintic go to the theater at 1 p.m. for extra rehearsals, dinner is ordered from the hotel chef to be served in Cornell's suite at exactly 5:30. Their diet, says Miss Macy, is practically hospital food: limited meats, vegetables, salads. No company comes to dine. At exactly 6 o'clock Miss Cornell goes to bed and has trained herself to fall asleep immediately. At exactly 6:50 she is waked. She dresses in 10 minutes and is hurried to the theater by a hired chauffeur in a hired car. In the hour-and-a-half before curtain time, she is helped by her maid, Eveline, to put on her extensive make-up. On matinee days Cornell stays in her dressing room after the matinee, and Miss Macy fetches dinner in a basket from a nearby club or restaurant. The daily nap takes place on the dressing room couch.

Although on tour the McClintics stick to what seems like a Spartan routine, they are both vigorous, sociable people. They have been forced to such lengths simply to conserve energy for the emotionally and physically exhausting task of putting on their own shows.

After the night performance Cornell wipes off her face make-up but goes home with her arms, legs and torso still stained with the tawny hue of *Cleopatra*. By this time she is relaxed, ravenous and ready for a second supper, often consisting of spaghetti, which she heats up herself on an electric plate. Because she wants to send her maid to bed early, Cornell often conscripts her husband for one job which is not without glamour. He scrubs make-up from her back while she sits in a hot tub.

Once upon a Decca Record...



ONCE upon a Decca Record

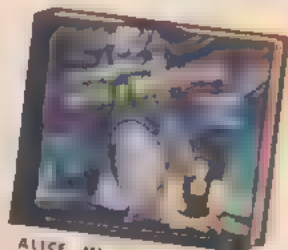
Jolting heard Kris Kringle's sleigh,
Heard all sorts of wondrous storn
That belong to Christmas day
Mother Goose and all the others
Whose enchantment never fails,
Lived again when Decca artists
Told beloved children's tales.
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And to all who seek good cheer
Here's a very merry Christmas
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The story of a man who
loses his country and
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The story of a genie who
wishes for a new master.
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The story of the old woman
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about an elephant you'll never
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ther. Full orchestra and sound
effects. 6 sides. 10 inch. No.
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These records are sold by all Decca record stores.



No. 2700. Center French American
Stump with Zebra Wood and
Walnut. Also with New Guinea and Zebra
Wood. B. L. of an American Walnut.
Has a perfect top and bottom.

See also

See also



No. 2195. A small chest in Antique Mahogany with the
newest of the modern design in the top. Has a
patented automatic tray.



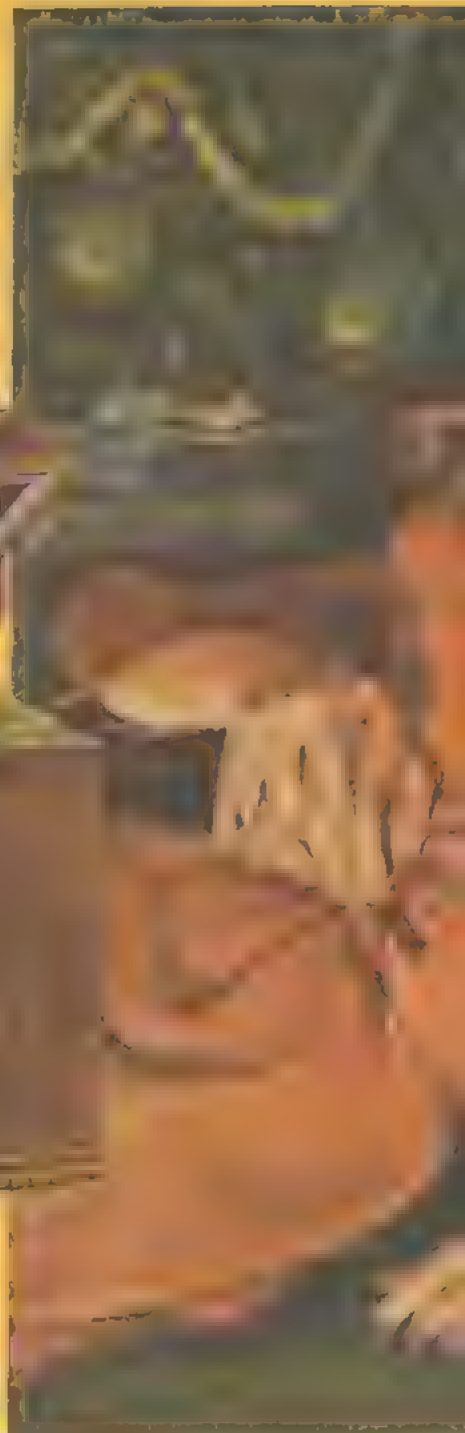
No. 2197. A small chest in the modern design in
the top. Has a patented automatic tray.



No. 2180. A small chest with front
panel of an American Walnut and
flakes with flutes of an African
Zebra Wood and American Walnut.
Has a patented automatic tray.



See also



"A Million Maidens Yearn
for This Romantic Love-Gift!"

...and themselves!



The Gift That
Starts the Home

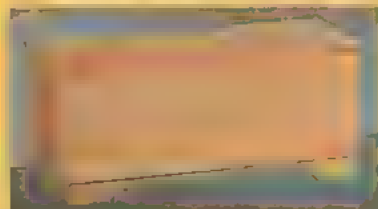
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Thrill your sweetheart with a Lane Cedar Hope Chest for Christmas! There's no other gift that starts a home. It says, "I love you."

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Hang it for sweetest in your room. Lane Chests are designed in many styles, colors and woods.



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LANE

Cedar Hope Chest



"I wish my darling, now please I'd be to own 1847 Rogers Bros. silverware. No other silverplate has such beauty and rich quality. It was beautifully made as solid silver."

1847 ROGERS BROS.



100-Piece Centennial Service For Eight

Few possessions can give such pleasure as a complete silverware service for your table.

A special service, commemorating the 100th anniversary of 1847 Rogers'—includes every piece for any occasion.

Truly a fine gift for Christmas to receive or to give! Available in any of the four magnificent patterns with the year-mark "1847." No Federal tax.

100-piece service for eight—including chest, \$117.50

52-piece service for eight—including chest, \$61.75



IN THE CLUB'S HANDSOME THEATER A SOLOIST TAKES THE SPOTLIGHT AS THE CONDUCTOR DIRECTS UNIFORMED ORCHESTRA AND THE FAMED RED ARMY CHORUS

RED ARMY CLUB

Soviet officers enjoy an old palace, but Russian GIs need not apply

In the 18th Century the magnificent porticoed structure shown at right was built in Moscow as a palace for the noble Saltykov family. Later the czars made it into an exclusive boarding school. Under the Soviets the palace has a new set of tenants but is just as exclusive as ever.

The palace is now the official Moscow club for officers of the Soviet Red Army. Its clubrooms, auditorium, game rooms, restaurant, concert hall

and library are open to all Red Army officers and their families. It is not open to privates or noncommissioned officers. For two rubles, however, civilians can wander through the adjacent park and look at the building.

The club's activities range from foreign language classes to football to choral singing (above). Its principal objectives are cultural. But it still does not ban a little romance now and then (p. 87)



ENTRANCE TO CLUB has 10 columns. Building is rated one of most beautiful and imposing in Moscow

VIRGINIA MAYO
Co-starring in the Samuel Goldwyn
Technicolor production
**"THE SECRET LIFE
OF WALTER MITTY"**



SANGSTER BROS., El Monte, Calif., nationally known show-dog handlers, report: "Friskies is the best food on the market for our needs—one we'd never hesitate to feed completely by itself. It keeps our dogs in wonderful condition."

"Healthy and Frisky . . . that's Duke"
says lovely Virginia Mayo

ONLY THE BEST IS GOOD ENOUGH for dogs owned by famous movie personalities. And only the best is good enough for your own prized dog. So feed him Friskies—proved by years of kennel testing. It supplies vitamins, minerals, protein—every element dogs need for vigorous health; and it tempts canine appetites with its hearty, meaty flavor.

FEED YOUR DOG COMPLETELY—SAVE MORE THAN HALF! It's a fact—Friskies costs less than half as much to feed as leading brands of canned dog food. For instance, the average Boston Terrier can be fed completely on Friskies for about 46¢ a week—instead of about \$1.09 for most canned foods. That's a saving of \$33 a year . . . and with a large dog, Friskies could easily save you \$100 a year—or more!

Friskies is the largest-selling brand of dog food in the West—and is fast winning new friends from coast to coast. Ask for both Friskies Meal and Friskies Cubes . . . the same in nourishment, and fine for variety.

Keep your dog frisky with

Friskies
DOG FOOD



A Carnation Quality Product

Red Army Club CONTINUED



ACTIVE SPORTS program includes sponsorship of a first rate soccer football team. Ball on table was presented to the club by British Royal Engineers.



PASSIVE SPORTS include chess, at which Russians have always been experts. Chess room is decorated with wall designs resembling giant game boards.



INDOCTRINATION of officers' children is not neglected. Here a number of Red Army boys and girls study books and newspapers in special reading room.

CONTINUED ON PAGE 87

BULOVA *Gift of a Lifetime*



For Her... For Him... Forever

No other gift will be so appreciated, so constant a reminder of your love and affection, so enduring in Beauty and Value!

That's why, year after year, at Christmas time, more Americans give BULOVA than any other fine watch in the world!

This year... for Her—for Him... choose a magnificent, new BULOVA—the "Gift of a Lifetime". At better jewelers' everywhere.

All prices include Federal Tax

AMERICA RUNS ON BULOVA TIME

BULOVA

*America's Greatest
Watch Value*



After Shave Lotion

De Luxe size \$2.50
Regular size \$1.75

Shave Bowl

De Luxe size \$1.50
Regular size \$1.00

Men's Cologne

De Luxe size \$1.50
Regular size \$1.00
Cologne size \$1.00

Courtley

for his Christmas

MAGNIFICENT MEN'S TOILETRIES IN MATCHLESS CONTAINERS

When you give for Christmas, give the finest! That means Courtley—recognized as the best and most handsome products for men . . . designed to please him every day. Courtley containers last indefinitely and these superior Courtley toiletries give a man a clean, magnetic, superbly

masculine air! And so this Christmas, give Courtley. He'll be flattered. Look for Courtley products in the finest stores everywhere: combination sets to decorate the bedroom or bathroom . . . complete line of men's shaving accessories, powder, hair dress, cologne, soap and other toiletry needs.



Lotion, Powder, Cologne, Shave Bowl \$4.95
De Luxe size only



De Luxe After Shave Lotion, Powder, Bowl \$5.75
Regular size \$4.50



De Luxe After Shave Lotion, Powder \$4.25
Regular size \$3.00



De Luxe After Shave Lotion, Bowl \$3.75
Regular size \$2.50

All sets in magnificent colors

Dubonnet, Irish Moss Green, Ebony Saddle Tan, Virgin White, Courtley Gold. (Prices plus tax, COURTLEY, LTD., NEW YORK LOS ANGELES)



QUIET FRIENDSHIP seen engaged in the club's personal room, which affords privacy and a fine, unobtrusive portrait of Stalin as a backdrop.



LIVELY LOVEMAKING seen from the club's personal room, which affords privacy and a fine, unobtrusive portrait of Stalin as a backdrop.

The best brushes have **DU PONT NYLON BRISTLES**



The gift that says "You're beautiful!"

It's a gift that every woman should have to make her hair her crowning glory. It's a nylon-bristled brush... with handle and back of sparkling Du Pont "Lucite". Those lively nylon bristles and luster with every brush stroke... put a gleam in the hair. And Du Pont nylon bristles are ever-so easy to wash and keep sanitary... will stay fresh and resilient, washing after washing... will last and last. Look for the name *nylon bristles* stamped on brush or package... at brush counters everywhere. E. I. du Pont de Nemours & Co. (Inc.), Plastics Dept., Arlington, N. J.

* Du Pont's trademark for its acetate

Product of **DU PONT** Plastics

BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

● See Du Pont "Cavalcade of America" Mondays, 8 P. M. EST, NBC



HIGH WAIST AND RUFFLES MARK THIS PINAFORE AS A MODERN KATE GREENAWAY DRESS



Kate Greenaway Clothes

Drawings from 60-year-old English picture books still inspire children's styles today



The little-girl frocks shown here stem largely from clothes which appeared more than 60 years ago in a charming series of English picture books for children. They were the work of Kate Greenaway, a plump London artist-authoress.

Because spinster Greenaway had no family of her own she regarded the grave little girls and proper little boys of her drawings almost as if they were her children and designed their clothes with care and taste. By doing this she unwittingly became an extremely successful amateur dress designer, for mothers in England, on the Continent and in the States began to copy her styles for their own young children.

Copying Kate Greenaway styles never actually died out and today there is a strong revival sparked by L. Wohl and Co. of New York, who make nothing but Kate Greenaway clothes in their four factories and have yet to fill all back orders for Christmas.

These present day copies have been shortened and simplified, but their high waists, yokes and big collars can be traced directly to such Greenaway classics as *A Apple Pie* and *Margold Garden*, both still in print. On this and the following four pages modern Kate Greenaway dresses are shown against backgrounds of the original drawings which inspired them.



When she drew the title page for Bret Harte's *Queen of the Poets*, Ishi Greenaway unknowingly designed a print dress with a high yoke and puffed sleeves and a dainty white apron, which would be made and sold 61 years later for \$9.



Two worn Greenaway readers re-enact "Drawing for 'At School'" ("For little eyes are given to look. Any way to get them their book"), which inspired their costumes. Left: white print with exact replica (\$3.50), solid blue with ruffled lace (\$6).



The simple plaiding dress with typical Grinnway tailless look came from 'S.S. See, Inc.' of New York. Grinnway drew the back of the *Toppie Pie*, which reaches the alphabet. Grinnway shoes are white slippers. Dress costs \$6.



The penbook above *Margaret's Garden* is one of Kate Greenaway's most popular books and is still in print. The girl looking at it wears a pink "spoon-cherry" dress, with caplet collar similar to those worn by the girls in the book, No. 1, p. 85.



"THERE OUGHT TO BE A LAW!"

REMEMBER THE RECENT FIRE TRAGEDIES? Remember the demand that swept the nation for building codes, laws and law enforcement? An aroused press and citizenry asked for—but didn't get—an end to wholesale death by fire.

What happened in your community to guard your own life and welfare? It's time to take a serious look—in light of these shocking facts:

Of 16,220 municipalities in the nation, less than 2,000 have adopted a building code for the legal protection of the community against known fire hazards. Many of the 2,000 building codes in effect are fifteen to fifty years old—so obsolete as to be practically worthless.

Fire prevention must start with law and law enforcement. It isn't enough to cry

"there ought to be a law," after bodies are taken from smoking ruins.

Action—concerted action must come now through the collective will of every citizen.

Action—before disaster strikes! Such action must have the unified support of state and local officials charged with fire safety.

Dangerous buildings must no longer be allowed to escape the regulation which is essential to the safety of human life.

The President of the United States has recognized the need for action now. He has declared all-out war against fire—a serious menace to our national life.

The fire insurance industry has perfected building codes for all communities. Responsibility for their adoption rests with local authorities and you, whose lives are at stake.

TAKE THIS ACTION NOW! Interested local authorities and citizens are invited to write for a copy of "The Report on Laws and Law Enforcement." Address: The President's Conference on Fire Prevention, Washington, D. C.

★ ★ ★

This statement is one of a series published by the member companies of The National Board of Fire Underwriters in support of The President's Conference on Fire Prevention.

The danger that is most threatening to America today is the terror of our lives, the danger of fire. In the entire field of fire prevention, there is no subject that needs attention more than that of statute and ordinance enforcement—

Harry Truman



WRITER PHILIP GREEN (GREGORY PECK) PRETENDING TO BE A JEW, MEETS ANTI-SEMITISM FACE TO FACE WHEN A "RESTRICTED" HOTEL REFUSES HIM A ROOM

MOVIE OF THE WEEK:

Gentleman's Agreement

The subtle anti-Semitism found among the "nice people" of America is the theme of an arresting picture

Before publishing Laura Z. Hobson's novel, *Gentleman's Agreement*, nine months ago, the United Nations and Schuster believed it would be a mild commercial success at best. The reason was that in a day of public clamor for *compulsory anti-Semitism*, the novel dealt subtly with the very theme of anti-Semitism. What transpired was astounding. Though written in a banal, often awkward prose that made literary critics wince, the novel was financially powerful and sold like hot cakes. After 920,000 copies it is still going strong.

Gentleman's Agreement studies anti-Semitism in its most widespread form. The novel depicts a not very different Jew-baiter, a "gentle" anti-Semite who deplores the "harm" of the Jew but who—with restricted neighborhoods and hotels—disgusts him. The novel is a conversion story of a "gentleman's agreement" between a Jew and a Gentile. This approach makes the novel a section of the populace feel on the inside. The novel is a fascinating fictional form. The novel is a Gentile who masquerades as a Jew to find out what it's like. Nearly every Gentile has wondered what it's like.

When Darryl F. Zanuck, chief producer at 20th Century-Fox, bought the movie rights to *Gentleman's Agreement* there was more surprise, for "controversial" movies are supposed to be box-office poison. But

Mr. Zanuck thought differently. Though no crusader, he hoped the picture might convert a few wavering anti-Semites to the world of righteousness and perhaps induce even confirmed participants in the "gentleman's agreement" to speak sharply when their children refer to a "kike" playmate. A showman Zanuck also believed the movie would find a tremendous audience. At any rate he gave *Gentleman's Agreement* the full treatment: Gregory Peck (cover),

Dorothy McGuire and John Garfield, with playwright Moss Hart to adapt it for the screen.

On Nov. 11 the movie opened in New York. As in the case of an earlier film about anti-Semitism, *Crossfire* (Nov. 30), critical applause was deafening and it was the clink of coin at the box office. Mr. Hart had improved on the book by removing its dime-novel heroics and substituting occasional wit for Mrs. Hobson's unrelenting grimaces. Guided by Director Elia Kazan, Mr. Peck as Mrs. McGuire made a believable conversion story. The film is a study in the difference between the journalist who turns Semite to the Jew and the anti-Semite and the "liberal" girl whose anti-Semitism nearly breaks down when people begin to think her fiancé is really a Jew.

To say something and still be entertaining is a most difficult accomplishment. *Gentleman's Agreement* runs this tricky course well enough to rate as an adult screen success and also to stand a good chance for the Academy Award which Darryl Zanuck has had his eye on all along.



LAURA Z. HOBSON



DARRYL F. ZANUCK



ELIA KAZAN



MOSS HART



The **GIFT** that gets
BETTER PICTURES
at Christmas

and all the year...

THE FAMOUS



Exposure Meter

"the choice of experts"



It's a thrill to get and a thrill to give... this General Electric exposure meter! Because it makes better pictures, exciting color so easy and sure. Simple to use. Good for movies or stills. Top quality. And a new low price of only \$19.95!

Saves film and saves pictures with correct exposure. Extremely accurate. Measures reflected and incident light. Quick, one-hand operation. Sturdy. Dependable. And it's 3 meters in one!

Tip to Santa: You can get the Type DW-58 G-E exposure meter at photographic dealers everywhere.



\$ 32.50*

* In states where Fair Trade contracts are in effect.

NEW Deluxe Type PR-1

Completely new. Vest-pocket size. And it remembers the light it sees... pointer lock can't forget! Unusually easy to use. Light. Sturdy. Fast. Many other advantages for better pictures including New TRIDENT analyzer and synchro shot. A superb gift for expert or beginner. Ask your dealer for the NEW General Electric Type PR-1 meter... the meter with a MEMORY! Or write for further information: General Electric, Schenectady 5, New York. Only \$32.50 Federal tax included.

"Gentleman's Agreement" CONTINUED



PHIL MEETS KATHY (Dorothy McGuire), liberal minded divorcee and niece of a magazine publisher. She has suggested a series on anti-Semitism for her uncle's magazine and Phil has come from California to New York in order to write it. The two fall in love almost immediately after they are introduced.



AT HOME Phil, a widower, lives with his mother and young son. After hearing Phil's assignment, the boy asks him what, exactly, a Jew is. This leads to Phil's "angle" for his series: he will pretend to be a Jew himself.



AT THE OFFICE Phil is introduced to the publisher's daughter. When he hears a Jew oppose any mention of anti-Semitism, realizes that some Jews are too shy of trouble to fight for their rights. While at the office, Phil's harsh policy, he announces that he himself is Jewish.



KATHY FALTERS after Phil's proposal of marriage. She wants permission to tell her upper-crust family that Phil is not really a Jew, and he realizes that Kathy, for all her liberal talk, still thinks that there is something disgraceful about being Jewish. Vaguely uneasy, Phil starts writing his magazine series.

CONTINUED ON PAGE 78

GENERAL ELECTRIC

"WONDERFUL

COFFEE!

WHAT KIND IS IT?"



"It's Nescafé, of course!"

When you serve Nescafé, you're serving the most delicious cup of coffee in the world—better coffee than you can make any other way! Guests will sing its praises, your family will want it for their regular every-meal coffee. With Nescafé you get *all* the full, rich flavor, *all* the lift of the finest coffee instantly!

Here's the secret: Only Nescafé has a secret, patented way to brew *extra-flavored* coffee from the choicest coffees and to *seal* in the flavor! Yes, in making Nescafé we brew fine, *pure* coffee, add carbohydrates to seal in the flavor, then powder it for your convenience. The flavor *stays* true and fresh until the instant *you* release it in the cup!

No fuss, no wait, no messy grounds, no pots to clean! And there's no waste either, because you make only the number of cups you serve. You just put a teaspoonful of Nescafé in a cup and add hot water. That's all! Instantly you have the most delicious coffee you ever tasted. Economical, too—costs you only about 1¢ a cup!

That's why more people drink **NESCAFÉ** than any other instant coffee!



THE

FLAVOR

CAN'T BE MATCHED BECAUSE

ONLY NESCAFÉ HAS THE

SECRET

*Nescafé (pronounced NES-CAFAY) is the exclusive registered trademark of Nestlé's Milk Products, Inc. to designate its soluble coffee product. It is composed of equal parts of pure soluble coffee and added carbohydrates (dextrins, maltose and dextrose) added solely to protect the flavor.

TUNE IN The Paul Whiteman Club—3:30 to 4:30 P. M. Eastern Time



Monday through Friday over your local ABC station.

You can't believe your eyes!

*LOOK!
your
initial!*

*LOOK!
no
holes!*

*Now prefer
SWANK*

Now - SWANK adds to its
famous Pin Klips - one
that's personalized for you!
Keeps your tie neatly set and
centered, doesn't pierce it. Another
clever SWANK innovation that
makes a natural gift. At better
stores - \$4.95

Always look for the name SWANK
on all our pins.

"Gentleman's Agreement" CONTINUED



PHIL'S FRIEND Phil's friend Dave tells him that anti-Semitism is so prevalent that all Jews expect it and almost become hardened to it. Dave wants to stay in New York to take a job he has been offered but cannot find a decent home for his family to live in.



DAVE IS INSULTED by a drunken veteran who snarls that he doesn't like "Yid officers." Even though he is apathetic to anti-Semitism, this makes Dave's blood boil. Later he realizes that their different feelings about Jews have come between Phil and Kathy. He helps bring them back together.



NOW ENGAGED, Phil and Kathy visit her relatives at a party in Darien, Conn. Unknown to Phil, Kathy has screened her friends to make sure that no Jew-baiter will even meet Phil. He is furious when he finds out and condemns her as a hypocrite. Kathy replies that he makes too much of the whole problem.



KATHY LEARNS just how close to home anti-Semitism can hit when Phil's son is called a "kike" by playmates who have heard his father is Jewish. Her ultimate response is to let the Jewish Dave rent her house in a "restricted" area of suburban Darien, Conn. This positive action enables her to win Phil back.

CONTINUED ON PAGE 100



Handy new *Gift* for "Scotch" Tape fans

Wrap any gift easier, more beautifully . . . do any "Scotch" Tape-ing job faster, neater than ever with the handy, handsome "Scotch" Desk Dispenser. It's weighted to stay put as you pull off tape with one hand! Your other hand's free to hold wrappings in place. Just think how your friends

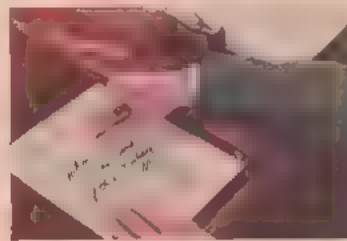
would welcome help like that for all their "Scotch" Tape chores all through the year! Yes, a "Scotch" Desk Dispenser is a grand gift that keeps on giving every day. In a plaid gift box—only \$1.89 with a $\frac{1}{2}$ x 792 inch roll of transparent "Scotch" Cellulose Tape. At your favorite store.



HOUSEWIVES love 'em for sealing lunch packages, fastening shelf paper, mending torn cookbook pages.



HANDYMEN around the house like their own Desk Dispensers in the workshop for all sorts of quick repair jobs.



PRESIDENTS and office boys both welcome Desk Dispensers because they use "Scotch" Tape for scores of office chores.



TEACHER'S favorite helper is a Desk Dispenser with plenty of "Scotch" Tape to put up maps, mend books and so on.



SEWERS sewing room needs a Desk Dispenser because "Scotch" Tape mends patterns neatly and holds 'em to fabric.



OUR NEW BOOKLET "Tape It Last!" gives you dozens of helpful tips you'll find useful the year 'round—how to wrap and glamorize gift packages; what to do about torn window shades; how to mend fishing rods and road maps. Address Dept. L-127 for your free copy.

SCOTCH *Cellulose* TAPE

SEALS WITHOUT MOISTENING • TRANSPARENT AS GLASS

ANOTHER **3M** PRODUCT

Made in U. S. A. by **MINNESOTA MINING & MFG. CO.** Saint Paul 6, Minn.

"SCOTCH" is the registered trade-mark for the adhesive tapes made by the 3M Co. Also makers of "3M" Brand abrasives, adhesives, and a wide variety of other products for home and industry.

© 197 3M CO.



Wrisley SPRUCE



Gifts of Spruce

... appreciated grooming essentials with their fresh pine-laden fragrance... are preferred by men you respect, approved by women you admire. Shave Bowl, Shave Lotion, Talc, Cologne, Deodorant, Hair Dressing, Soap for Men. Smartly packaged, in sets or singly, one to three dollars.



"Gentleman's Agreement" CONTINUED

VIEWS OF ANTI-SEMITISM

Film's characters express opposing attitudes




PROFESSIONAL SNEERING: A doctor (Nicholas Joy) attending Phil's mother recommends calling in a specialist. Phil mentions a Jewish doctor. "He's not given to overcharging, the way some Jewish doctors mean some doctors or some Jewish doctors," Phil says. The doctor



PHILOSOPHIC SCORN: A prominent Jewish scientist (Sam Jaffe) tells Phil and Kathy that he, as an atheist, is not Jewish by religion and, as a scientist, knows that there is no Jewish race. He concludes that the only reason he thinks he is Jewish is that prejudiced Christians keep on pointing it out to him.



SELF-DECEPTION: A secretary, Miss Wales (June Hayoe), is really Jewish but has changed her name in order to get a job more easily. She has grown into the disguise and the only way she can tell about it is by looking at her reflection in a mirror.



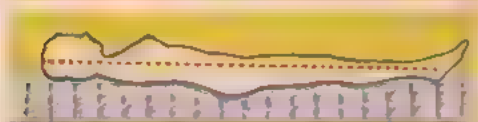
Timely and exciting...
gifts of electric time
by *Telechron*... priced
approximately \$4. to \$40.

Telechron
ELECTRIC CLOCKS



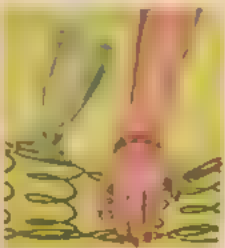
IMAGINE! A LUXURIOUS BEAUTYREST MATTRESS FOR LITTLE MORE THAN 1¢ A NIGHT!

1. When you take your first glorious stretch on your new Beautyrest, every tired muscle, your body will tell you, "This is IT!" Here it is—a mattress that really soothes away fatigue and lulls you gently into a peaceful sleeping mood!



2. Compare! Above, see how an ordinary inner-spring mattress can so severely hinder that relaxation of rest. But when you buy Beautyrest's Kwik-Spring, you get a new Beautyrest (Electric firmer, more responsive) to your back!

As you sit down, the wires of the Kwik-Spring rest gently on your back—costing a penny and a half a night over the rest of your bed. No other mattress can offer other advantages—Beautyrest comfort for so little—as our Beautyrest.



3. The proof! Left, see how wired together springs support your body. Right, see how Beautyrest's Kwik-Spring supports your body. The Kwik-Spring's wires are wired together! No wonder they help you rest better!



Longer lasting! The Beautyrest is a Famous Sales-Testing Co. Inc. approved Beautyrest Hotel—better than any other—proven to last longer than any other Beautyrest. It's a great value today!

• • •

Hint to housewives: Beautyrest is a well-built mattress. It's a great value today. It's a great value today. It's a great value today.

• • •

Shopping suggestion: Get a new Beautyrest Bed. See your local Beautyrest Dealer. See your local Beautyrest Dealer. See your local Beautyrest Dealer.

Only SIMMONS makes BEAUTYREST*

Makers of the World's Only Electronic Blanket, Famous Deepsleep Mattress,
Ace Spring, Babybeauty Crib Mattress, Hide-A-Bed Sofa

*TRADE MARK BEAUTYREST, PATENTED BY SIMMONS
© 1954 SIMMONS CO. HUNTSVILLE, ALA. U.S.A.



FLYING AUTOMOBILE MADE BY THE CONSOLIDATED VULTEE CO SAILS ALONG SMOOTHLY ON ITS FIRST TEST FLIGHT. IT STAYED ALOFT AN HOUR AND 18 MINUTES.

STRANGE BIRDS

Epidemic of new flying machines fills the skies and junk heaps

All over the world this month people were muttering, as they did in a field at Kitty Hawk in 1903, "You'll never get it off the ground." The human urge to fly, which has been somewhat cowed by the gigantic size of modern airplanes, was breaking out in a rash of odd-looking flying automobiles, many of them powered by jet engines and built by the Army, the Navy, and the Air Force.

hoped to flit about like an outsized bird (p. 106).

Man's invention being what it is, most of the strange devices did get off the ground, at least for a while. The flying automobile, built with a detachable 34-foot wing and 190-hp engine, cruised at 30 mph for 78 minutes (above). On its next flight it set a new record for altitude. But the builders of the auto which can rise above all traffic problems.

THREE DAYS LATER THE FLYING AUTO LIES WRECKED IN A FIELD NEAR CHULA VISTA, CALIF. THE TEST PILOT RAN OUT OF GASOLINE JUST AS HE WAS LANDING.





A complete and authoritative plan to
guide your child safely
 from infancy to adolescence



Now you can have the expert advice of the world's foremost child specialists right at your fingertips where you need it when you need it. For 4 of the 14 Childcraft volumes are packed with the best and latest parent guidance.

Every phase of your child's development is covered from infancy to adolescence. You know what is normal behavior and what is not. You know how to direct play activities, how to direct your child's growth of character. And to stimulate his reading interest and mental growth, there are 10 beautifully illustrated volumes of verse, fiction, arts and sciences.

To help you solve any unusual or different problem concerning your child's development, Childcraft offers a FREE ~~Individual~~ Advisory Service of expert personal advice.

If you would like to know more about Childcraft—write for free information Address: Counsellor Mr. C. Ruch, Childcraft, 35 East Wacker Drive, Chicago 1, Illinois



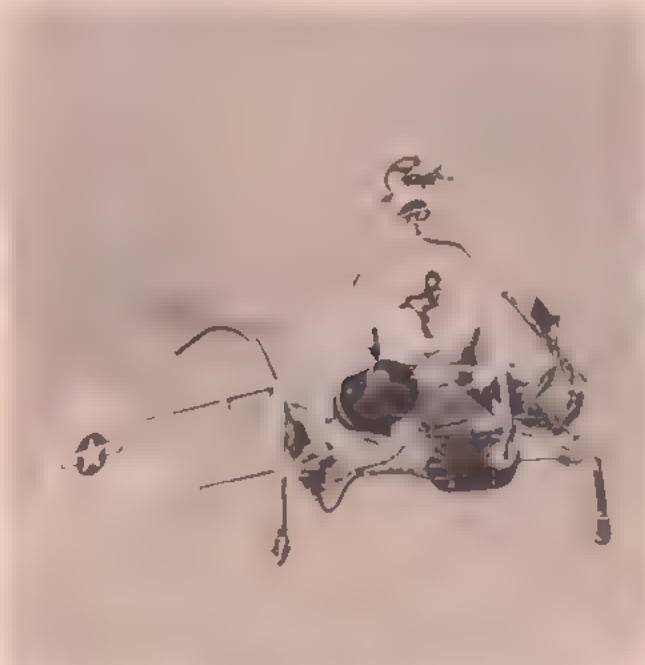
Childcraft is sold only by authorized representatives.
 Write Childcraft for a franchise in your community.

**CHILD
 CRAFT**

**GUIDANCE
 CHILD
 DEVELOPMENT**

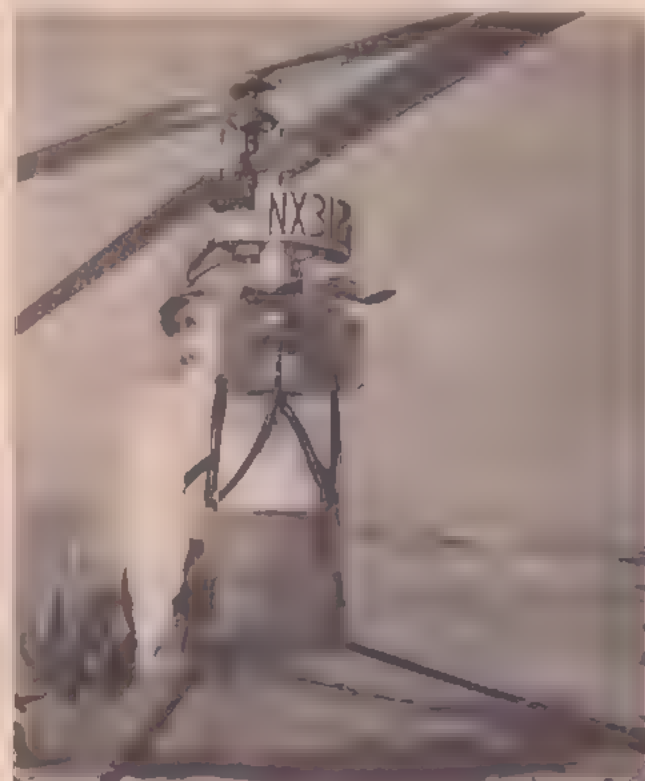
QUARRIE

Strange Birds CONTINUED



AIR FORCE GETS JET HELICOPTER

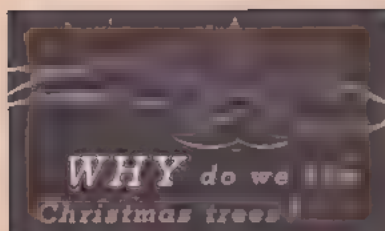
This funny little machine—which looks like a throwback to Kitty Hawk days—is actually the Air Force's latest warplane. The first jet-powered helicopter ever built, it is designed as a troop-proof flying motorcycle for short-range reconnaissance, communications work and courier service.



ANYBODY CAN GET A HOPPI-COPTER

This simple gadget, which looks so much like the futuristic "jumping belt" of the Buck Rogers comic strip, is less an airplane than it is a piece of equipment to be strapped right on the flier's back. Called the Hoppi-Copter, it is being put into cheap mass production by a Seattle firm.

CONTINUED ON PAGE 106



"I'LL LOOK
IT UP in my
WORLD
BOOK"



Your child can have no gift more precious than the gift of knowing—
for from it grows the habit of success



9 out of 10 families report their children advance more rapidly with WORLD BOOK ENCYCLOPEDIA

What better gift for your son or daughter this Christmas than one that will help them succeed in life? The World Book Encyclopedia—by encouraging the *habit* of knowing, helps form the *habit* of success. That's why World Book has been for 30 years a favorite with parents, teachers, schools and libraries.

Recently we asked parents all over the United States if their children had benefited from owning the World Book. Answering "Yes"—9 out of 10 families—

said "Yes!" They reported better grades, eagerness for finding exact information, and a greater interest in school work—all building the habit of *wanting to know*. And in our times, more than ever before, success depends on knowledge.

Adults—as well as boys and girls—like World Book because it entertains while it informs. Magnificent illustrations and simply written text make it delightful to read, easy to understand. Help your children to success with the World Book—now—this Christmas!



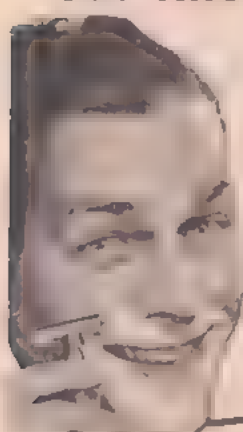
NOW...a *Completely New* WORLD BOOK ENCYCLOPEDIA!

More than \$2,000,000 was spent to bring you and your children the wonderful new World Book completely revised throughout! More than 10,000 pages! More than 18,000 illustrations—1,500 in full color! You'll appreciate its full value when you see for yourself—send for a free copy of "Through the World Book," a booklet with actual pages and pictures from the encyclopedia itself. No obligation, of course.

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ONLY PALMOLIVE BRUSHLESS OFFERS YOU THIS PROOF!



*Smoother,
More Comfortable
Shaves for 3 Men
out of every 4*

BEARDS EASIER TO CUT—Said 79%
LESS RAZOR PULL—Said 75%
CLOSER SHAVES—Said 69%
SMOOTHER FEELING SKIN—Said 83%



**And this way really works—
no matter how you shaved before!**

THE PROOF: 100 men tested the new, different
Palmolive Brushless Cream Wax. 79%
said they shaved before—3 out of 4 men
said they shaved more comfortable, actually as com-
fortable as shaving! Here's all you do:

1. Wash face with soap and water. Rinse!
2. Soap face again. Then, dry face!
3. Apply Palmolive Brushless Cream Wax. Cream
wax is soft, smooth, and does not pull or
burn. It's the only cream wax that
helps Palmolive Brushless Shave
Cream's beard-conditioning effect!
Then, shave!



Get a Giant Tube
or Big 9-oz. Jar Today!

Strange Birds CONTINUED



THESE WINGS IMITATE THE BIRDS

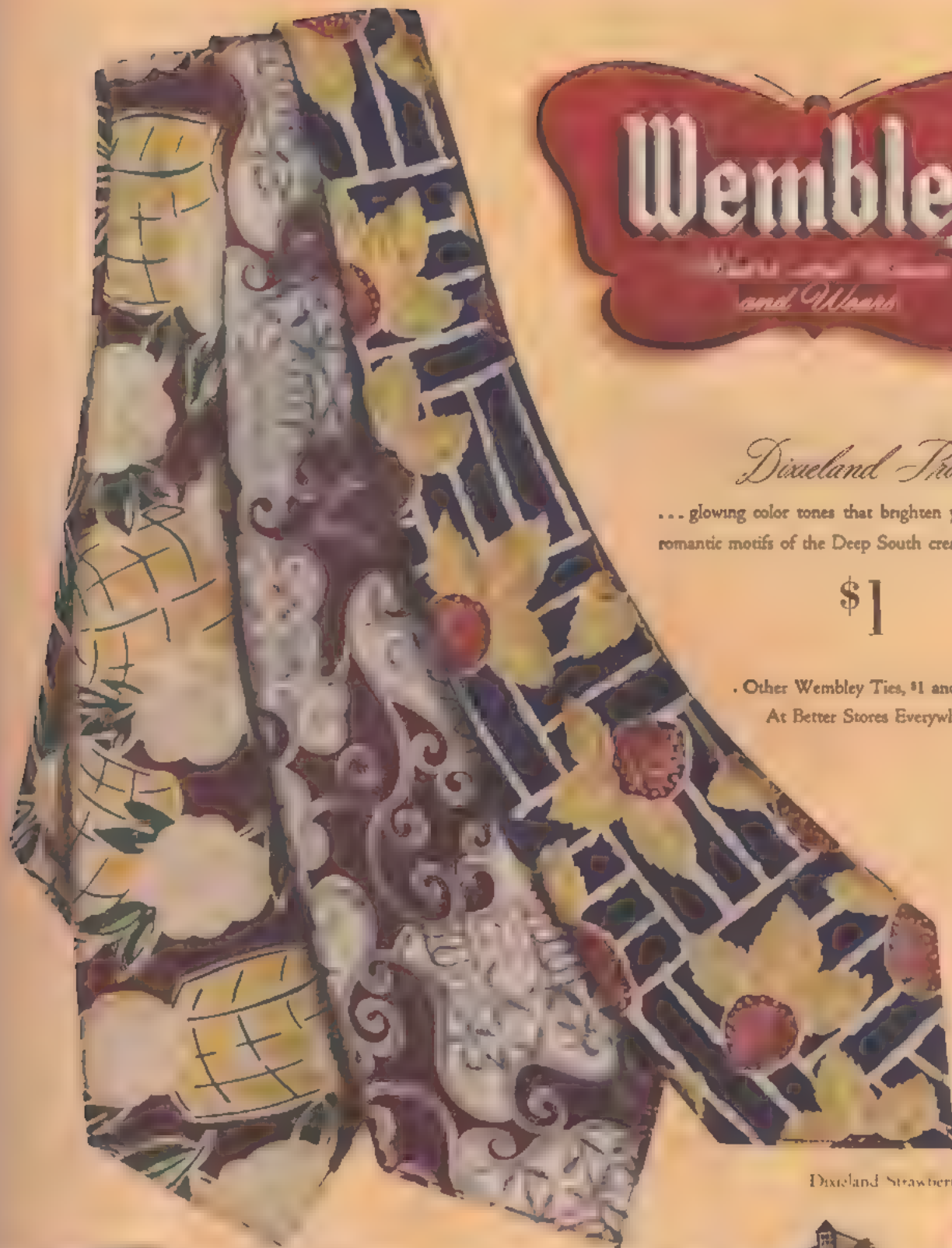
The pictures on this page represent the attempts of Father Albin Binstener, a Catholic priest of Berglern, Germany, to fly like the birds. At first Father Binstener built two canvas-covered aluminum wings (above) which he could flap by moving his arms. Unfortunately, the land around Berglern being very flat, he was unable to take off and thus never discovered whether he could fly this way. Now he has added a one-cylinder engine and propeller (below), but he still does not know whether or not he can fly. Reason: the laws of the occupying Allied armies do not permit a German to operate a plane.



Distinguished for Beauty

GIRARD PERREGAUX

Since 1792



Dixieland Prints

... glowing color tones that brighten your fall suits ...
romantic motifs of the Deep South created by Wembley.

\$1

Other Wembley Ties, \$1 and \$1.50
At Better Stores Everywhere

Dixieland Plantation

Dixieland Grille

Dixieland Strawberry



For Gifts

that **GLOW** with **GOOD CHEER**

HIGHER-TOP DECANTER
 A gift to please oneself, please a friend, or a gift to keep on hand. Perfect for any occasion. Kentucky Tavern Bottled in Hand. Kentucky Bourbon 4 & 5 year.

FARTHENWARE JUG
 Always good for a surprise. Perfect for any occasion. Perfect for any occasion. Kentucky Glenmore Bottled in Hand. Kentucky Bourbon 4 & 5 year.

OLD ENGLISH LANTERN
 Not only makes an unusual gift, but when the bottle has been opened, it makes an excellent holiday decoration. Perfect for any occasion. Kentucky Tavern Bottled in Hand. Kentucky Bourbon 4 & 5 year.

COLORFUL CANDLE
 A gift to please oneself, please a friend, or a gift to keep on hand. Perfect for any occasion. Perfect for any occasion. Kentucky Old Thompson Bottled in Hand. Kentucky Bourbon 4 & 5 year.

When remembering friends,
 give them something they'll remember
 —something you'd like to receive yourself
 —give them these attractively packaged fine
 whiskies.... You have your choice of
 Kentucky Tavern, Glenmore, or Old
 Thompson three traditionally famous
 whiskies. Your dealer has these four
 outstanding gift packages now.

GLENMORE DISTILLERIES COMPANY
 LOUISVILLE, KENTUCKY

GLENMORE, THE HOUSE WITH THE HOLIDAY SPIRIT



WHILE AN ASSISTANT TALKS BY TELEPHONE TO AN OBSERVER IN THE STADIUM, MICHIGAN'S COACH FRITZ CRISLER (LEFT) RUNS HIS TEAM FROM SIDELINE

PUSH-BUTTON FOOTBALL

New rule makes every coach his own quarterback

Many of the three million fans who watched college football games in the U.S. last Saturday labored under a misapprehension. They thought the quarterbacks were making the decisions. In reality most decisions were made by the coaches. The coaches did this by means of the countless substitute players they sent racing on and off the field after every scrimmage. More often than not these were messenger boys who carried the coach's instructions to try a specific play. Quarterbacks were deprived of the right to think, and college football became a giant chess game between two highly skilled players who maneuvered their pawn men. Push-button football became possible when, prior to the 1947 Football Rules Conference, the National Football League adopted a rule that while substitutes reported to an official, and the coach could call for too much time out. Now men could move in and out of the game as the coach saw fit. This meant an executive like Michigan's Fritz Crisler could sit on a bench in his chalk-striped suit (above), calling important plays through messenger-boy substitutes. Some coaches argued that this system speeded up the game, but others dissented (p. 112), adding that it only made the game more confusing. What are the odds that the fans will find this new system a question coaches could ponder before next season: was it still football?



MASS SUBSTITUTION — Coach Crisler calls plays with his assistants. Minnesota has just got the ball and these men are all defensive specialists.

19,293 DENTISTS ADVISE

Smoke VICEROYS!

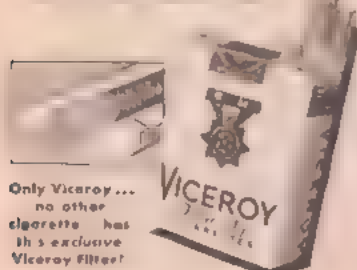


The Nicotine
and Tars Trapped*
by The **VICEROY** Filter

**CAN NEVER STAIN
YOUR TEETH!**

"YES!" advise 19,293 dentists,
"Smoke Viceroy!" The nicotine
and tars trapped by the Viceroy Filter
prevent your teeth from being
stained by tobacco.

Smoke Viceroy! No other cigarette
gives you such a blend of rich, mild
tobacco flavor. No other gives you
this exclusive Viceroy Filter.



REPORT BY TELEPHONE from a spot in the stadium where an observer can see
game from different angle comes to a spot in the stadium (right), is relayed to Crisler



A QUARTERBACK GOES IN with fresh instructions from Crisler. Crisler
what plays to call next. Crisler also uses separate teams for offense and defense.



A HALFBACK COMES OUT. He is Bob Chappuis, an offensive special-
ist. But when ball changes hands he is quickly replaced by a defensive back.

**TO ALL
A GOOD LIGHT!**



**WHEN YOU
GIVE A LIGHTER...
GIVE A
RONSON
SERVICER**



This thoughtful gift
holds everything for best
service in any lighter as follows:

RONSONOL FUEL that lasts longer,
burns cleaner, lights instantly
RONSON REDSKIN 'FLINTS' that are
extra-long for extra-long service
Also a Ronson wick, inserter, clean-
ing brush and instruction booklet

These items also include:

FREE Booklet, "How To Get The Most
Out Of Your Lighter." Write
Ronson, 3 Aronson Sq., Newark 2, N. J.

By the makers of

RONSON
WORLD'S GREATEST LIGHTER

FUN ON THE AIR Tune in on Ronson's
20 Questions Sat. P. M. (Sun. P. M.
Pac. Coast) Mutual Network

**YOU
WILL
LIKE**

SUNYFRUIT'S



5¢

Heide

CANDIES

HEIDE ASSORTED SUJUBES
HEIDE LICORICE PASTILLES

MADE IN U.S.A.

HENRY HEIDE, INCORPORATED
NEW YORK 13, N. Y.

Here it is!

WONDERFUL NEW SILEX STEAM IRON

that's better for all your ironing!

Speeds through flat-work! You can use either dry or steam at flip of switch!

Special "steaming jet" to "freshen up" velvets, felts, furs!

Steam gives that new look to spun rayons...corduroys...seersuckers... without extra dampening

Does professional pressing! Saves you money on pressing bills!

Dampens as it irons! Most fabrics need no extra sprinkling, no rolling!

Automatic temperature control keeps heat even, keeps fabrics safe.

Exclusive "overall" steam action allows you to iron forwards or backwards.

Two irons in one! Steam or Dry!

It's the wonder iron you've been hearing about! The sensational new two-in-one Silex Steam Iron that irons steam or dry at flip of switch—offers everything the most desirable

does—plus the wonderful advantages of fast, new, scientific steam ironing!

Light, easy to handle, for all fabrics... the Silex Steam Iron whisks you through your weekly ironing quicker, easier, and with better results than you ever dreamed possible

Visit your favorite dealer for a Silex Steam Iron—today!

SILEX

STEAM IRON!

MADE BY THE MAKERS OF THE FAMOUS SILEX COFFEE MAKER

The Silex Company, Dept. 14C, Hartford 2, Conn.

Please send me FREE a copy of your informative booklet "French Hand Laundering Secrets"

Name

Address

City State





Slimmer!
One piece of
finest leather streamlined
to do away with extra bulk!



Trimmer!
Won't bulge or
buckle even when crammed
full... always folds flat!



Stronger!
New, improved
interlock... one piece
of finest leather is now
super-locked!

...the new
Buxton

*Stitchless
is
Super-Locked!*



3-Way In
Hunt Club Saddle,
Black, mahogany,
Havana tan. \$7.50
plus tax

Buxton's famous one-piece construction is now interlocked
more firmly than ever before... super-locked to take extra
strain. Guaranteed! If any Buxton® Stitchless gives out
in normal use before the fine leather itself wears out, we'll
replace it free. See the new Super-Locked Stitchless
at Personal Leather Goods Counters in your city... a
variety of leathers and styles, \$4 to \$15 plus tax.

BUXTON, INC., SPRINGFIELD, MASS., AND NEW YORK CITY



BUXTON STITCHLESS

Push-button Football CONTINUED

FOOTBALL COACHES DISAGREE



NEW-STYLE COACHES are Notre Dame's Frank Leahy (left) and Army's Earl Blaik. Both are unemotional strategists who took advantage of new rules.



FOR THE NEW RULE, Tom Harmon of Cornell University, here hawking out one of his players, argues that "It keeps a team's offense at its greatest tempo."



A HOLDOUT is Tom Harmon of Cornell University, here hawking out one of his players, argues that "It keeps a team's offense at its greatest tempo."



Alice Faye and Phil Harris, stars of NBC's Sunday night *Fitch Bandwagon*, (7:30 P.M., E.S.T.) and daughter Phyllis are photographed by "Baby Alice" in the patio of their Encino home with a Whittaker Micro 16 Camera.



Christmas Shopping made simple

by Alice Faye

Every woman with children knows what a chore Christmas shopping is. The clock is ticking and the first watch leaves little time to think. I've found the answer. We were just in time for our family Christmas celebration which I'm

Satisfied with the results. Daddy with our camera how simple and I'd be to give a number of friends one of these cameras for Christmas.

I pass along to you with the thought that solve your Christmas gift problem.



This picture of Phil, Alice and Phyllis is actual size of the Whittaker Micro 16 color prints, only 40¢ each, 1 for \$1.00.

Uses Standard DuPont or Ansco 16mm Film
Universal Achromatic Lens "precision" to 1/1000 of an inch
Fixed Focus. Sharp clear images and backgrounds from 3 feet to infinity
Daylight Loading
Completely "Picture-Tested" with full roll of film before leaving factory.

NEW ECONOMY FILM PLAN

WRITE FOR OUR FREE FOLDER AND ACTUAL MICRO 16 PRINT

The Wm. R. Whittaker Co.
11-N Citrus Ave. H

Learn with this
My name and address

NAME
ADDRESS

10-10-47

YOU TOO can have and give... a Merry Christmas and Many Happy Pictures WITH THIS NEW, TINY PRECISION-BUILT CAMERA

IT'S THE PRESENT OF 1947! The Whittaker Micro 16 is *Everybody's Camera*. Even if you have never taken a picture in your life, you can get big-camera results with this tiny precision-built camera. It's so easy to use even a 5 year old child like "Baby" Alice Harris can operate it.

YOU SEE YOUR PICTURE as it actually is in the "true-view" finder. Simply press the "sure-shot" button and the tiny "eagle-eye" lens does the rest. No focusing or fussing. Fixed focus eliminates measuring distances.

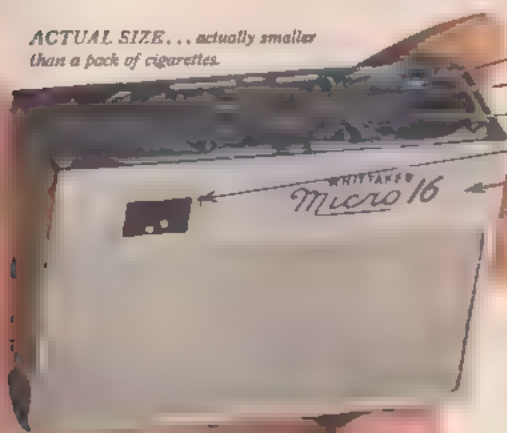
CARRY IT WITH YOU EVERYWHERE in your pocket or purse. The Whittaker Micro 16 is actually smaller than a package of cigarettes. So convenient you'll never want to be without it.

MAKE NATURAL COLOR SNAPSHOTS having the same fidelity as black and white with the Whittaker Micro 16. It's precision-built for perfect picture taking.

SEE IT AT YOUR DEALER'S NOW, or mail the coupon for free descriptive folder and an actual Micro 16 black and white print (size 2 1/2" x 3 1/4"), the same as you can take with this camera.

The only REALLY NEW Camera in America

ACTUAL SIZE... actually smaller than a pack of cigarettes.



- POSITIVE ROTARY SHUTTER CONTROL
- THREE-WAY APERTURE ADJUSTMENT
- COLOR CORRECTED ACHROMATIC LENS
- TRUE-VIEW FINDER
- LUSTRE CHROME CASE

FAIR-TRADED AT \$29.50

Whittaker
PRECISION BUILT **Micro 16**

MADE BY MAKERS OF PRECISION AIRPLANE VALVES AND CAMERAS

WOOLWORTH'S

IS PART OF

Pond's Social Whirl

A charming box full of luxuries—the famous Pond's Cosmetics. A glamorous gift that's sure to thrill her! Inside she'll find: Creams, Cold Cream, Vanishing Cream, Freshener, Dreamflower Powder and Lips...75¢*

For 68 years families have come to Woolworth's to choose holiday decorations, wrappings, greeting cards, and... Woolworth's takes special pains to see that... in quality and value...worthy of you... this popular Christmas Store holds in the hearts of young and old

F. W. WOOLWORTH
AMERICA'S CHRISTMAS STORE
In every principal city



Williams

His face will be wreathed in smiles when he sees this all-in-one WILLIAMS TRAVEL SIZE KIT... Williams Luxury Shaving Cream or Glider Brushless Shave, Blades, Aqua Velva, Talc and Hair Oil 50¢* ...Williams Large-Size De Luxe Kit 99¢*

Park & Tifford

WILD HARVEST new Park & Tifford scent daring as youth...to add sparkling excitement to her Christmas morn, 39¢* Other popular Park & Tifford perfumes: No. 3 Oriental Desire, Adventure and Sharp! 10¢* and 25¢*

Gillette

He'll look grateful, feel grateful, be grateful when he finds this gold plated GILLETTE TECH RAZOR on his tree...for Gillette's scientific improvements bring him quick, slick shaves... With 5 double edge Gillette Blue Blades 49¢

Rubicon

Charming reproductions of Colonial lamps that ACTUALLY LIGHT and mildly perfume the room... decorative accessories she'll adore... assorted fragrances and colors. Quaint hobnail glass NITE LITE, 39¢. Flower patterned GLAMOR LITE 59¢

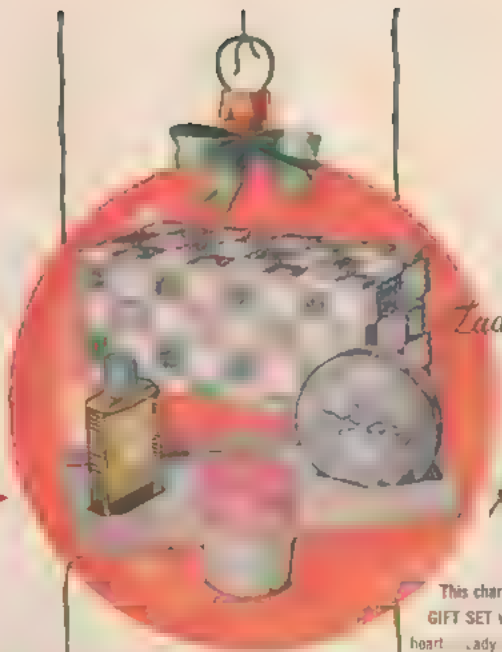
THE NEW BRIDGE LIGHTS



AMERICA'S CHRISTMAS

is the reason,
Christmas,
and more cosmetic gifts are
in Woolworth's than in any other
why, right? ... the cosmetic
of your nearest Woolworth
... with smart and gaily
ged Christmas cheer...
... and give.

WORTH CO.
HAS STORE
every state



Lady Esther

This charming LADY ESTHER
GIFT SET will go right to her
heart ... Lady Esther Four Purpose
Face Cream ... smooth, color-true
Face Powder ... and the senti-
mental fragrance of Lady Esther
Bridal Bouquet 75¢*
Other gift sets at 50¢*



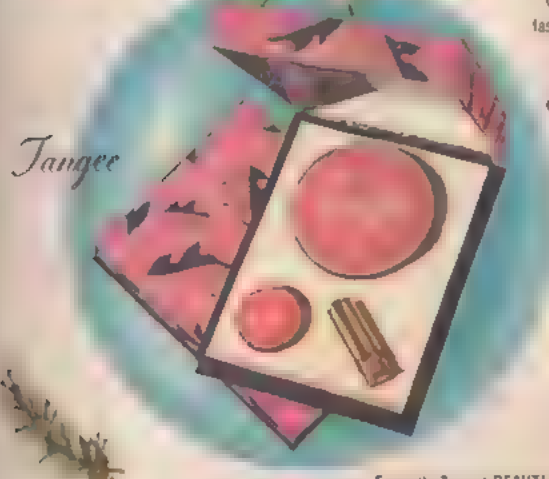
Dura-Gloss

COLOR CHANGE MAN CURE SET ... 2 new
fashion right shades of Dura-Gloss Nail Polish,
Camellia and Tangerine ...
protective Dura-Coat ... emery board,
orange stick and cotton ... in handy
red or black cosmetic kit 50¢*



Irresistible - Blue Waltz

Gifts she'll find irresistible ...
IRRESISTIBLE, long-lasting, flirtatious
fragrance for her unforgettable
most important moments 25¢*
BLUE WALTZ, thrilling floral scent to put her
in a romantic moonlight-and-roses mood 25¢*



Tangee

Exquisite 3 piece BEAUTY SET
to thrill the woman who cares, and make your thoughtfulness remembered
... TANGEE LIPSTICK, ROUGE and FACE POWDER in her favorite
Tangee shade ... including Tangee's new brilliant hue, Red Majesty 50¢*



Mennen

Make his Christmas completely
happy with this MENNEN HOLIDAY GIFT SET
Mennen Shave Cream, Skin Bracer and Talc ... plus a convenient bank for used
blades \$1.19* ... Mennen Skin Bracer, popular with men for its tingling, he-man aroma 43¢*

*plus tax

Gifts of Beauty

*Looks like holiday fun, doesn't it?
But it is more than fun.*

Nourishing Meat



...a complete protein food



The National Meat Association is a non-profit organization that represents the interests of the meat industry. It is the largest and most influential of the meat industry's trade associations. The NMA is dedicated to promoting the benefits of meat to the public and to ensuring that the meat industry is able to meet the needs of the American people. The NMA is also involved in a number of other activities, including lobbying on behalf of the meat industry and conducting research on meat production and consumption.

THE NATIONAL MEAT ASSOCIATION
Headquarters, Chicago, Ill. Members throughout the U.S.



TELEVISION-CAMERA VIEW FINDER (UPPER RIGHT) SHOWS HOW AUDIENCE SEES ACTRESS EVA MARIE SAINT. MICROPHONE AND LIGHTS ARE CUT OUT AND THE CHEAP SET LOOKS REAL.

TELEVISION

It is a commercial reality but not yet an art

This time last year," a columnist wrote recently. "I never knew anybody who had seen a television show. This year, I haven't met anyone who hasn't. I have exaggerated but not by much. Today there are more sets to buy than there are sets to sell. The television audience has grown from 100,000 in 1940 to one million today. After a 20-year infancy radio's baby is beginning to grow up. Commercial television's long period of arrested development was the result of a vicious cycle of economic facts. Set prices were too high and the quality of entertainment too low to attract a mass audience. The handful of stations could phys-

ically only make a profit in the U.S. With outside producers, sponsors and set manufacturers the picture was no better.

Since 1942, the Federal Radio Commission has been forcing set prices down. It has also forced the networks to broadcast black-and-white television for some years to come. Sponsors are beginning to patronize Lowrey, DeLoach and NBC, now the principal television broadcaster, will soon expand its four-city network to six cities (Washington, Baltimore, Philadelphia, New York, Schenectady and Boston). The industry is increasing its cov-

erage of news and sports, the things it does best. Television is thus a commercial reality, and on the following pages LIFE shows what it has to offer the consumer. It could be a lot better. Can one, for instance, see a good drama? No. Or a good current movie, like *Gentleman's Agreement*? No. The big movie companies will rely on only leftovers. Some of the Hollywood companies are toying with television and Paramount owns two stations. But neither the movies nor radio nor the theater nor any of the arts has as yet developed a technique suitable to this revolutionary new medium, whose possibilities, once they are recognized, will be limitless.

PROGRAMS

Except for news and sports
the fare is mediocre to bad

U.S. television audiences witnessed some breath-taking scenes in recent months. They saw and heard the United Nations and the President of the U.S. As they sat in Westminster Abbey they watched the marriage of Queen Elizabeth and Prince Philip, televised only 20 hours. To the credit of television, it has shown across the country. Next summer television will bring to millions in their own homes a hard-fought look at the presidential conventions. In sports it is almost as good as being at a baseball or football game and in bad weather a lot better.

But its programs are of a low standard, then the promise of a world of invention would have been realized. They are not. The two in this and almost all other programs yawns a fearful gulf. Television is the sampling of programs below shows, has cruelly disintegrated some of the hoariest acts in vaudeville. It has concentrated on its screens some of the worst aspects of radio. For lack of money or know-how it boggles neither at implausible dramatics nor sword swallows nor witless chitchat. Only occasionally, as in instructional offerings like NBC's *You Are an Artist*, shown at left and right, does the entertainment seem almost mediocre. As for the commercials which radio and television broadcast, they are a million aching off the old show.

IN STUDIO The television camera is aimed directly at the actor, a third prepares to shoot a new angle. The images are transmitted to control room

NEWS AND SPORTS

ENTERTAINMENT

VARIETY



LIKE NEWSREELS many television stations send movie clips and newsreels, such as presidential speeches and the scene of sports events are the most and the most popular feature of television today.



LIKE RADIO television offers the same Tex and Jinx (top), the same Theatre Guild (center) and the same jockeys (bottom). The Theatre Guild gave a play called *John Ferguson*. New York Times said it is "fell as its art."



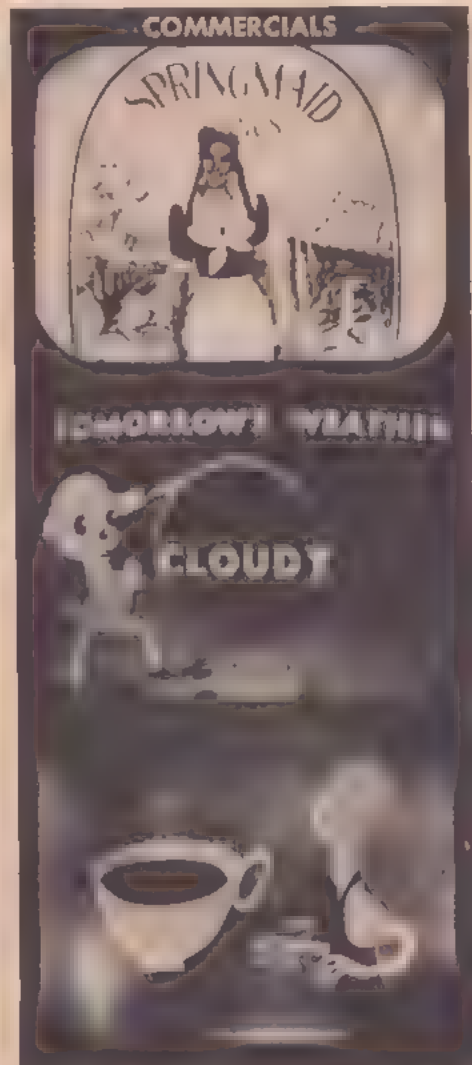
LIKE VAUDEVILLE television shows sword swallows (top). It also shows girl (center) to sports variety shows, gags like kiddie-car races and comedians like Lou Costello (bottom) in audience participation programs.



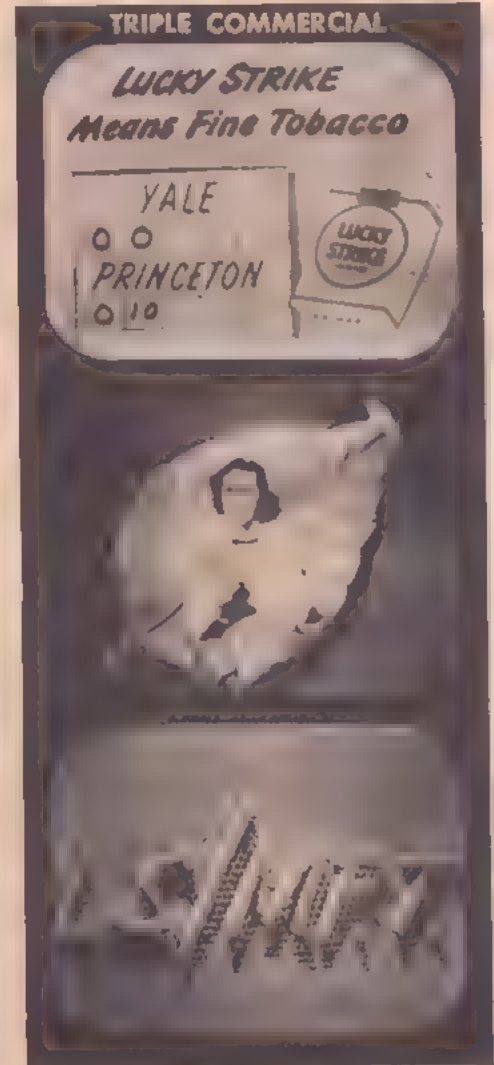
CONTROL ROOM (top) is where the TV show is directed. Operators are seated at a long desk, looking at multiple small monitors and control panels. The room is dimly lit, with light coming from the screens and overhead fixtures.



PRINTED SLIDES, is in oldtime movies, announce commercials and ask the public to stand by when a commercial break is coming. Typical slide is the one shown used by NBC's WPTZ (bottom).



SELLING sponsored programs, television shows, show an action (top) being presented. Bottom slide shows a person in a hat, a cup of coffee, and a person in a suit.



LUCKY STRIKE, always a high profile, is a commercial for a cigarette brand. The top slide shows a pack of cigarettes, the middle slide shows a person in a hat, and the bottom slide shows a person in a suit.



CLAUDE RAINS, LEFT, AND JANE FONDA, RIGHT, IN A SCENE FROM "THE FRENCH CONNECTION." RAINS AND FONDA WERE BOTH NOMINATED FOR OSCAR AWARDS FOR THEIR PERFORMANCES IN THE FILM.



MORE LOVERS are shown on a page. They are shown on a page. They are shown on a page.

SAD ROMANCE is a film. It is a film. It is a film.

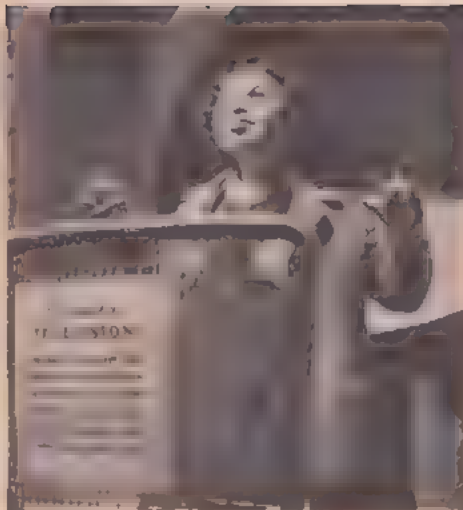
THIRTY-FIVE YEARS LATER is a film. It is a film. It is a film.



WATCHING HER TELEVISED IMAGE In the room, the arrow points to the RCA's exhibit in Rockefeller Center, N.Y. Mrs. Over A. F. Johnson, a New York City resident, is seen watching the television screen, which is taking her place in the room. The strange scene is a reflection of the



MAKE SOUR GRIMACES AT THEIR TELEVIEWED SELVES



GIRL GREET'S REFLECTION BY POKING OUT SAUCY TONGUE



CHILD IN FATHER'S ARMS MAKES PRIZEFIGHTER'S GESTURE



1 FROM ARGENTINA FIRST RAISES WARNING FINGER



... THEN HE HAPPILY SWINGS LEFT HOOK AT HIMSELF



FINALLY, HE VIEWS HIS FACE WITH UNABASHED APPROVAL



YOUNG MAN CATCHES HIMSELF PATTING HIS HAIR



NEWLYWEDS PECK AS HUSBAND TRIES TO PEEK AT SCREEN



COMMENTATOR HENRY A. TAYLOR PEERS INTO THE FUTURE

STUNT

Public sees its own face on the screen

Television has used many stunts to sell itself. One of the most effective is "self television," now featured at an RCA exhibit in New York (left), which enables visitors to see themselves being televised. This heavily attended show has not only stimulated interest in the new medium, but also has become a source of by-ones taboos.

Children who are shy or nervous break into happy

grins, conduct imaginary orchestras, pitch imaginary baseballs and harangue imaginary audiences. One visitor, a Metropolitan Opera tenor, broke into an anguished aria from *I Pagliacci*.

From RCA's standpoint, stunts like this one, which are designed to draw attention to the new medium, are the most effective. The hypnotist was kept off the

TELEVISION & AIR CONDITIONED



TELEVISION'S BIGGEST SHOW PLACES are bars and taverns. New York City alone has more than 10,000 places that boast television sets. While the better ones are on the Avenue, the dive bars and speakeasies for straights and gays were closed

drinking and dancing to the war. New York City alone has more than 10,000 places that boast television sets. While the better ones are on the Avenue, the dive bars and speakeasies for straights and gays were closed

Hold the winning Ace



Why do so many experts always choose Ace Combs? Here's why: Every Ace Comb is fashioned solely of Ace Hard Rubber—miracle comb material that is hard to break, easy to clean and so safe and easy on hair and scalp. For precision grooming, ask for Ace—it's America's best known comb.



CHRISTMAS HINT: Ace Combs make wonderful stocking gifts.

Choose the Ace Comb your family prefers from many sizes and styles displayed in this cabinet. Look for it at your favorite drug or department store.

ACE
HARD RUBBER
Combs
A Quality Product of
AMERICAN HARD RUBBER COMPANY
New York 13, N. Y.

TELEVISION CONTINUED

THE SETS

They sell from \$180 to \$2,495

Thousands of television sets are turned out daily by three of the nation's biggest manufacturers, RCA, Philco and Dumont, each of which is represented by a set shown below. Most popular sets are table model like RCA's (top photo), with screen area of at least 52 square inches. This week those who wanted to pay only \$180 could buy a new Motorola set with a smaller screen, the lowest priced receiver now on the market.



RCA TABLE MODEL has 6 1/2" x 8 1/2" screen, 52 sq. in. area. Installation charge. Television receiver more expensive than radios because they require many more parts, including a costly cathode-ray tube.



PHILCO MODEL sells for \$795, with an additional \$85 installation charge, and boasts a 15x20-inch screen. The separate dials at the left control sound and pictures. Philco's focusing is done automatically without a special dial.



DUMONT'S MODEL, called the Westminster, is the most expensive ready-made console, selling for \$2,195 plus \$75 for installation. The lavish set has a 17x13-inch screen and radio, automatic phonograph and record cabinet.

Coughs

due to colds or smoking



Quick! Get relief from coughs, throat irritation of colds with Vicks Cough Drops. So fast because they're really medicated with throat-soothing ingredients of Vicks VapoRub. Try 'em for fast relief!

TEETHING PAINS RELIEVED QUICKLY

When your baby suffers from teething pains, just rub a few drops of Dr. Hand's Teething Lotion on the sore, tender little gums and the pain will be relieved promptly.

Dr. Hand's Teething Lotion is the prescription of a famous baby specialist and has been used by mothers for over fifty years. One bottle is usually enough for one baby for the entire teething period. Buy it from your druggist today.

DR. HAND'S TEETHING LOTION

Just rub it on the gums

HIGH SCHOOL and COLLEGE MEN!

HERE'S YOUR KIND OF MAGAZINE



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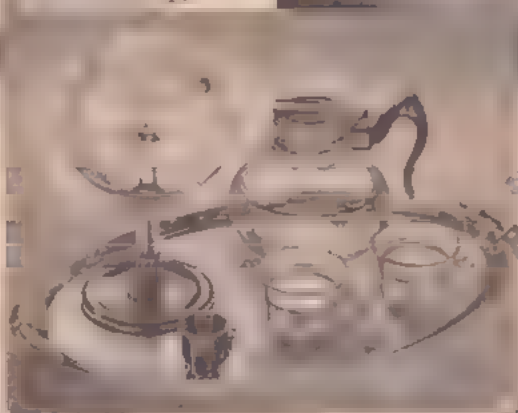
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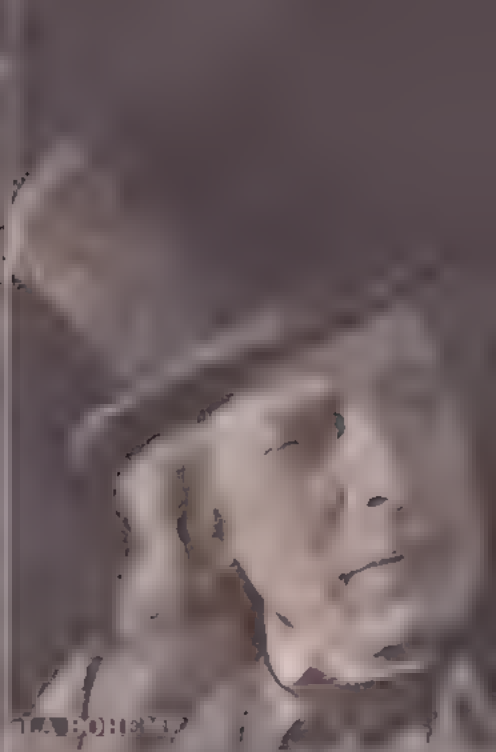
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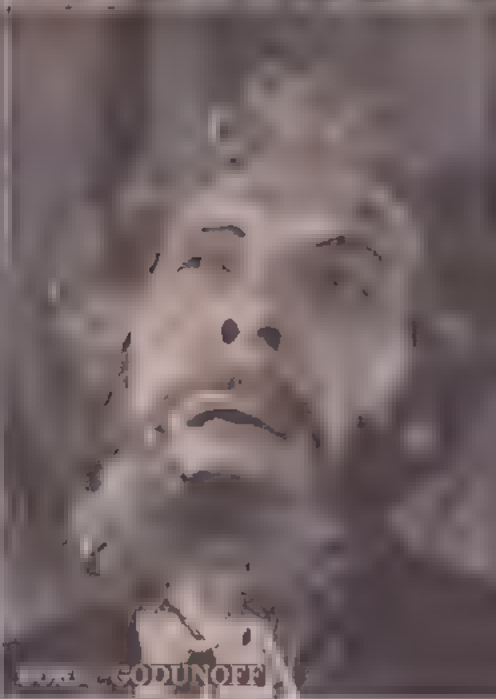
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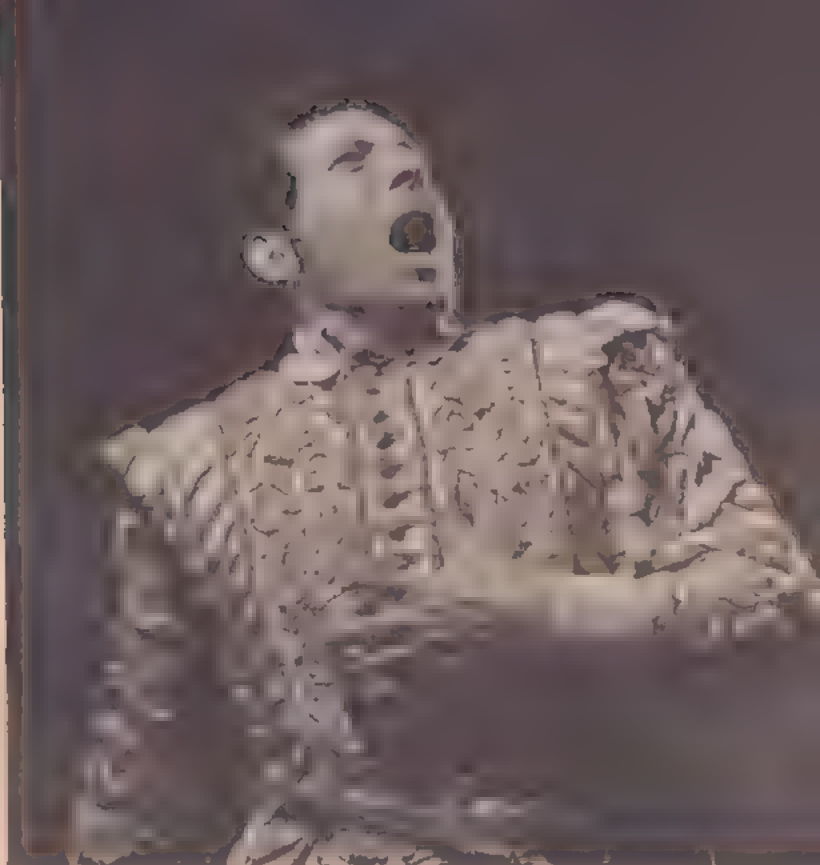
A wonderfully versatile basso is the Metropolitan's last link with opera that was once grand

by WINTHROP SARGEANT

OPERA is going to pot. Practically every evening 4,000 people queue up at the Metropolitan's gates, cram every available seat and overflow into the aisles to bravo and clap while Renaissance Italians and primeval Nordics murder each other to the strains of polyphonic music. Eleven million people listen over the radio every Saturday afternoon to the same musico-dramatic ritual. But opera is going to pot. If you don't believe it ask the connoisseurs. Not the people who put on diamonds and mink and go elegantly tanked on opening night to stand on their heads or thumb their noses at press cameramen. But the people who go night after night, who seem permanently imbedded in the plush upholstery of the old opera house—people for whom Manhattan without the Metropolitan would become a bleak and uninhabitable desert. Ask the old subscribers in the family circle, the 400-odd standees who hang over the railings at \$2 for a general admission, the monastic gentlemen of the "Penguin Club" who put on their white ties one night a week and occupy a huge grand-tier box where women are permitted only on special guest evenings. Ask the gray-haired ushers who can remember every voice since Melba's. Ask Mr. Bennett, who runs the Metropolitan clique and provides a pair of ham-handed minions who will applaud anybody for a price. They are unanimous about two subjects: that opera is just about the most important thing in the civilized world, and that it is in a state only a few steps short of *rigor mortis*.

These gloomy forebodings do not particularly apply to the ponderous ritual of Wagnerian opera, where loudness is the prime vocal requirement and big-lunged specialists like Helen Traubel still carry on one of opera's exceptional and more muscular traditions. They arise from a cold appraisal of the Italian and French repertoire—the *Toscas*, *Lucias*, *Fausts* and *Minions* that are the bread-and-butter basis of any representative opera season. The disaster has nothing to do with the Metropolitan's conductors, orchestra and chorus, which are good, or even its old-fashioned scenery, its semaphoric acting and its generally underrehearsed staging, which most opera-goers consider adequate. What is dying is opera as a sport. The vocal heavyweights of Caruso's era, the coloraturas of Tetrazzini's and Galli-Curci's, who combined vocal brawn with the agility and accuracy of champion hatchet-throwers, are growing extinct. They have been replaced by a generation of flyweights, dilettantes and one-round flashes. Is Pons a Tetrazzini? Is Stella Roman a Reihbe? Is Jan Pritchard a Jean de Reszke? Is Patrice Munsel a Sembrick? Are Warren and Merrill Titta Ruflos? The mere suggestion of these comparisons is enough to reduce an old-time opera-goer to tears or apoplexy, depending on his temperament. There is probably only one singer in the Met who would be ranked as a great artist even in opera's golden age. This great exception to the prevailing state of mediocrity is a brawny, barrel-chested basso named Ezio Pinza.

Pinza is not unknown even to the vast U.S. public that never goes near opera. National polls have ranked him among the 10 best dressed and the



AS DON GIOVANNI, EZIO PINZA IS THE MET'S NO. 1 GLAMOUR BOY

14 most glamorous men in the world. Louella Parsons has somewhat overwhelmingly described him as the Frank Sinatra of opera. The 30 or so years of town recitals he gives every year are regularly rewarded by a spectacular variety of long-hair bobby-soxer who is capable of swooning over the *Torreador Song* from *Carmen*. His recordings of *Boris Godunoff* and Mozart's operatic arias have become national best-sellers. His recordings of American songs like *Thunderin'* and *Wonderin'* and *Deep River* also sell widely despite the rich garlic-flavored and very un-American accent in which their words are declaimed. His matrimonial and quasimatrimonial problems have received an amount of national publicity nearly equalling Errol Flynn's.

These manifestations of popular esteem, however, are regarded by the Metropolitan's habitués with fitting disdain. Pinza is their hero not because he is a pleasant fellow with a nice voice, but because he is an example of a phenomenon nearly as rare as a Pleistocene mammoth: an authentic *grand' artista* in the great operatic tradition. The distinguishing features of his lofty rank are both personal and technical. He is a great stage personality capable of electrifying an audience with the pathos of a heart-breaking drama that still survives behind the operatic footlights. He is also a born comedian. His booming bass voice is large enough to fill the largest opera house without straining or shouting. It is handled, for all its size, with consummate and easy grace. It is capable of an immense variety of emotional inflection and can move its hearers to tears or laughter with the merest flick of the larynx. It is used almost invariably with the mastery of musical emphasis that is the opera singer's equivalent of a great Shakespearean actor's diction, making evident the meaning of every physiological twist of a score.

Technically this voice, like all voices in Italian opera, occupies a special niche in the hierarchy of vocal classification—a niche which suits it to certain types of roles. The *tenore soprano*, for example, comes in three main species: *lyrico*, *coloratura* and *drammatico*. A tenor may be a *tenore leggero* (suitable for Mozart and Rossini), a *tenore robusto* (suitable for *Tosca* or *Aida*) or a *tenore di forza* (suitable for leather-lunged roles like Otello). Among basses, Pinza belongs to the species *basso cantante*—a lyric (literally "singing") bass, which is distinguished from the *basso profondo* (profound bass) and the rather specialized *basso buffo* (comic bass) by a light flexible character that combines the qualities of a bass and a baritone. The possession of this particular hybrid type of voice gives Pinza access to a vast number of roles, some of which (like *Don Giovanni*) are often sung by baritones, others (like Sarastro in the *Magic Flute*) by *bassi profondi*, still others (like the cadaverous Don Basilio in *The Barber of Seville*) by *bassi buffi*. This versatility provides him with a vocal repertoire that is the marvel of connoisseurs and a variety of dramatic impersonations that few Broadway actors have known since the days of the old-fashioned stock companies. As Mephistopheles in *Faust* and as the assassin Sparafucile in *Rigoletto*, he is a virile villain. He has a whole gallery of white-bearded oldsters

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ON TOUR with the Met, Pinza plays bridge almost constantly. Here he glasts over a good hand while Sopranos Nadine Connor and Regina Resnik watch.

PINZA CONTINUED

to play, from the Abbot in *La Forza del Destino* to Lothario in *Mignon*. As Don Giovanni he is opera's equivalent of Clark Gable. He does all these roles so well that he has been continually approached with offers from Broadway producers anxious to cast him purely for his ability as an actor. Personally Pinza is inclined to depreciate his acting ability. "I don't mean to take much credit to myself," he says. "I just like to play parts." But New York critics have repeatedly ranked him as the greatest singing actor of his generation. When Ezio Pinza strides across the Metropolitan stage as Mephistopheles, Boris Godunoff or Don Giovanni, the prevailing atmosphere at the Met is like that at Madison Square Garden during a championship bout. The blood pressure of oldtime operagoers begins to rise. Mopping their brows with excitement, they check his points much as a fight fan would check the footwork and hitting power of a great heavyweight boxer. As he rounds out the final high note, the audience erupts in a roar. They stand up the first time they have done so since the first night of the season. Like P. P. Martinelli, Giuseppe and the great

Victor Maurel, Pinza's Don Giovanni is, admittedly, not quite the masterpiece of suave elegance that Maurel's was. He lacks Plancon's phenomenal vocal agility. But these are comparisons with the loftiest attainments within the memories of opera's most venerable aficionados. Pinza is a finer singer, judged purely on vocal points, than the great Chalapin ever was. An extraordinarily handsome man with the build and bounce of an athlete, he wears bear and carries spears with a natural dignity that recalls the opera stagecraft of Antonio Scotti, whom he also greatly surpasses as a singer. Though his *basso cantante* repertoire includes few heroes (most operatic heroes are tenors), he is the nearest approach to a matinee idol that the Metropolitan possesses. He has the elusive personal quality that Italians refer to as *grandezza* and Americans describe somewhat more vaguely as "the grand manner."

Roman emperor in tweeds

BACK of this imposing stage presence and rather staggering reputation, people who do not know singers might expect to find a great scholar, a man of subtle, discriminating tastes or at the very least a feverishly dedicated artistic craftsman. But when Ezio Pinza has emerged from behind his heroic wigs and beards, his personality is that of a good-natured, perennially boyish, extremely uncomplicated Italian whose main interests in life appear limited to food and the company of good-looking women. He is 51 years old, though he looks 20 years younger. A big, handsome 6-foot frame and large, dignified features give him the appearance of a Roman emperor disguised in tweeds and a slouch hat. No very complex idea has ever been known to germinate beneath his curly gray hair. Press agents, who have racked their brains for years trying to invent interesting anecdotes about him, consider him a professional nightmare. He seldom says anything worth quoting. He has few friends and still fewer of them are celebrities. He almost never appears in public except on the far side of the footlights

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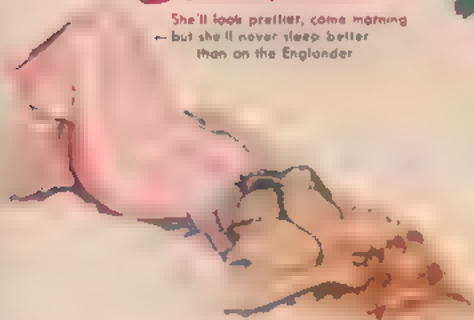
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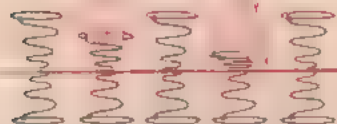
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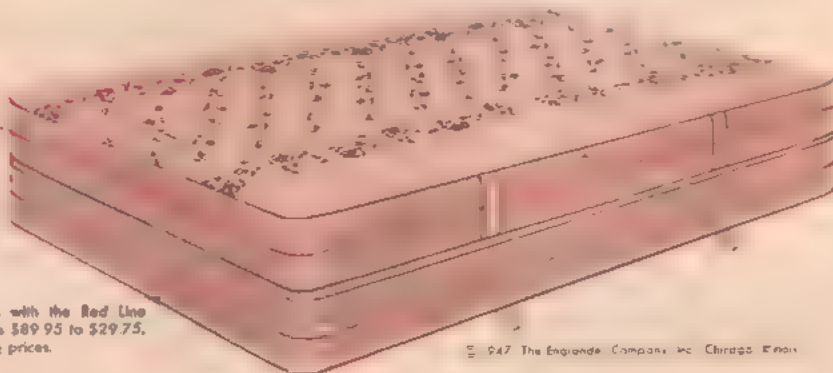
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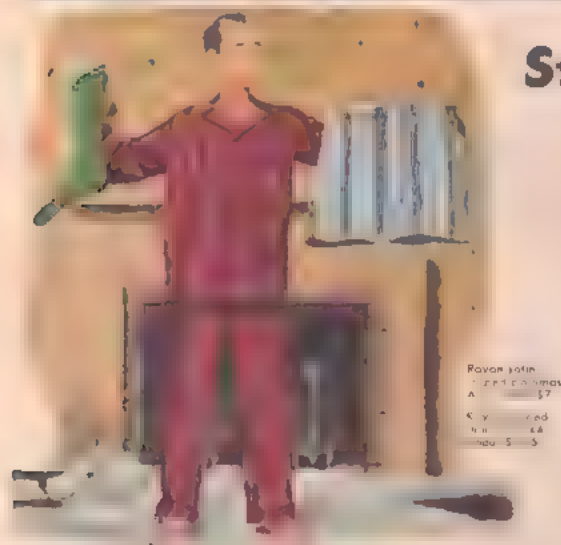
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MRS. PINZA listens with Metropolitan Manager Edward Johnson. She has rarely heard his performance by Pinza since their marriage in 1910.

PINZA CONTINUED

He prefers obscure Italian restaurants to nightclubs. He regards his flamboyant and somewhat justified reputation as a *Cantante* with sincere horror. He hates receptions in his honor and will always sneak out of them if he can, usually making straight for a restaurant that has pretty waitresses. He is not even successful as a man of mystery. His daily habits, as his fellow commuters from Rye, N.Y., know, are transparently conventional. The only thing that ever worries him seriously is his job of making a living as a singer.

Even about his job Pinza's worries are rare and intermittent. He has never been known to practice except when learning a new song. He cheerfully admits that he has never had any musical education to speak of. He can hardly read music. On a radio date with Bing Crosby where they were scheduled to sing a duet, Crosby arrived 15 minutes before broadcast time without having seen the score, picked up his part, ran through it a couple of times and was ready to go on. Pinza still speaks of Crosby's feat with unfeigned astonishment. When Pinza himself undertakes a new song, he trots dutifully to the studio of his accompanist, who teaches him the music note by note and largely by rote. What strikes Pinza is a remarkable memory and an acute sense of musical taste that has awed every conductor he has worked with, from Bruno Walter to Toscanini. Once he has his role down pat, he goes through it as unconsciously as he would wear an old suit. He has never suffered the slightest stage fright in 20 years. He is as much at ease on an opera or concert stage as the average man is reading the Sunday paper.

The backstage Pinza

BACKSTAGE at the Metropolitan, Pinza is regarded as a model of even temper and cooperativeness. He has enormous respect for tough conductors and always does what they suggest. He will willingly sing any role assigned to him, even minor ones. And, though he is not a scene stealer like his portly friend Salvatore Baccaloni, he has a way of making minor roles into major ones. The immense variety of these roles has made him one of the Metropolitan's hardest-worked singers. From Don Giovanni to the tenor-aria part of the philosopher Colline in *La Bohème*, they get the same earnest workmanship and the same good-natured outpouring of fine singing. When rehearsing, Pinza works with untiring patience. While preparing the last act of *Boris Godunoff*, he practiced falling dead with such enthusiasm that his colleagues actually had to lead him off the stage for fear he would permanently injure himself. When a triumphal chariot in *The Golden Cockade* fell apart during a performance, dumping him and the soprano onto the stage floor, Pinza picked himself up, helped the soprano to an ambulance and calmly sang his role with another soprano. Even his fits of temperament are placid. Once, at a concert in Corpus Christi, Texas he was slightly disturbed by a little boy who was sitting in the front row wiggling his foot out of time with the music. "Little boy," he requested patiently after motioning his accompanist to stop, "please to stop wiggling your foot. It interferes with the music." The Metropolitan singers remember Pinza.

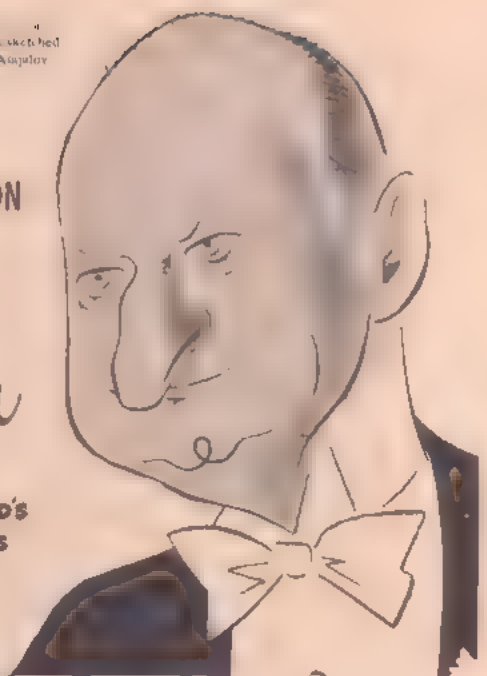
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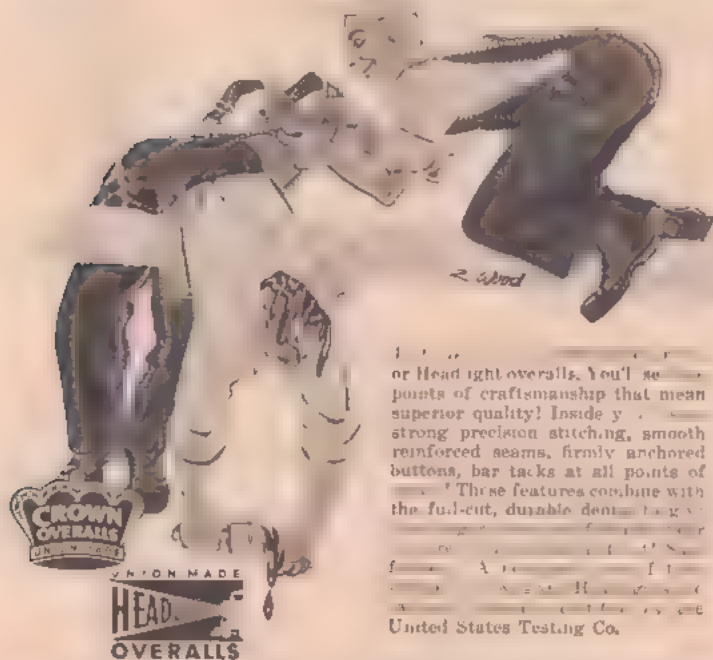
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IN HIS DRESSING ROOM Ezio Pinza methodically makes himself up for the stage. The photographs, recorded at intervals of approximately 15 minutes, show him from the moment he takes off his tie to the final touches of Don Bartolo, the miserly old miser.

PINZA CONTINUED

throwing a real tantrum. That was when the awesomely-bearded general manager, Giulio Gatti-Casazza, had the effrontery to walk onto the stage during rehearsal and criticize his singing. Pinza stopped and curtly ordered Gatti-Casazza back to the manager's office where he belonged. The tantrum was so unprecedented that Gatti-Casazza swallowed and meekly obeyed.

There is one feature of Pinza's work to which he devotes the most painstaking attention and from which he apparently derives enormous satisfaction: his costumes and stage sets. When preparing a new role, he haunts museums and libraries by studying portraits, reading histories and biographies, getting the detail of period and character firmly etched in his mind. He does not actually design his own costumes but makes suggestions which invariably adds countless little touches to those that are made for him. He spends hours tracking down even the most minute details of fingernails and other minute items that he feels are never bothersome about. An instinctive artist, he always does his own make-up, and prides himself on its variety and spectacularity. An hour before curtaintime, he is invariably in his dressing room putting the last touches to his visual character. He is the rest of a small boy getting ready for a masquerade. He does not look anything like Ezio Pinza, and his various roles are completely different.

He does not paint in grease paint, broadly drawn by the hands of a master craftsman. Because operatic make-up must be visible and appear to those in the top gallery of an enormous auditorium, Pinza's make-up is more exaggerated than those used by most opera singers. He does not wear them, like Don Bartolo, in the form of a caricature that might have walked out of the pages of a comic book. Others, like the French laborer father in *Louise*, are more realistic. He does not build up to a complete artistic creation. A statistically minded friend once investigated the repertoire of make-up Pinza used in turning himself into a walking portrait gallery. Among other things, Pinza kept the following items in stock: 35 noses, 47 beards, 51 mustaches, 22 pairs of ears, 13 different sets of fingernails and 41 pairs of eyebrows.

But aside from his absorption in theatrical detail, Pinza is simply not an effortful man. He is, in fact, a perfect illustration of the theory that great opera singers are born, not made. His present eminence he owes mainly to a combination of enormous talent and a lucky accident. Ezio Pinza was born in Rome and brought up in the medieval town of Ravenna, Italy, a place whose ancient squares and Byzantine churches resemble stage sets ready-made for a lavish historical melodrama. He was the puny seventh child of a poor carpenter all six of whose previous offspring had died in infancy. He

CONTINUED ON PAGE 138

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PINZA'S DAUGHTER Claudia gets a snug embrace from her father after her ankle bout in Washington. She now makes her home with him in Rye.

PINZA CONTINUED

Pons, Lawrence Tibbett, Rosa Ponselle and Gladys Swarthout. Even before he solved this baffling problem with a divorce, 28-year-old Olive Picchioni of San Francisco brought a \$200,000 suit for breach of promise. Pinza fought back and the suit was dropped. In honeyed words Pinza's lawyer explained everything. "See, Pinza [Pinza] is very careful of his reputation and is always a gentleman. If, by being gentlemanly, he overdoes it a bit and appears grandiose, that is too bad. It is just his Italian background. Sometimes people think he is being romantic when he is just being gentle."

Pinza's schism with the opera world was not over yet. In 1941, he was suddenly declared a suspected enemy alien. The official reason for this episode is simple enough. Pinza, who had unwisely let drop a patriotic remark or two about Italy and Mussolini, was held for questioning, finally judged innocent and released with a clean bill of health. The version told around the Metropolitan is considerably more operatic. A rival bass with political connections and predatory designs on Pinza's roles denounced him to the FBI. The day that Pinza was led off to his incarceration ("I learn" a lot from Pinza's recollections), he and a photographer were in the lobby and he decided to take his last. The camera was Eastman's Kodak M. Photographs. As the rival familiarly assumed Pinza's hat and bow tie, he was heard to murmur triumphantly, "I am not the king!" While Pinza languished in the Met's pick of the Met's *basso cantante* role. But Pinza finally came back. And when he did, a curious thing happened. The wicked rival began to lose his voice. He got out onto the stage and waved his arms, but his singing developed an incurable series of sputters and knocks. The rival has since left the Metropolitan. Backstage sages vow that fate punished him. Pinza never felt any particular bitterness toward his rival who, after all, had merely done what almost any other brother artist would have done in his place. Pinza himself loftily refrains from discussing the matter.

Kids and "pastafagioli"

SINCE this episode Pinza's life has settled into a state of domestic and legal placidity that is interrupted only by an occasional scandal. In the Merritt Parkway near his home in Rye, Pinza met Mrs. Pinza, whom he married in 1940, is a blue-eyed American girl named Doris who is the daughter of a Larchmont dentist and used to dance in the Metropolitan ballet. Mrs. Pinza does not speak a word of Italian. She has borne him two diminutive children, Clelia, 6, and Pietro, 3, who clamber happily over his *basso cantante's* barrel chest while he beams with fatherly pride. His household also includes a rather unambitious

CONTINUED ON NEXT PAGE

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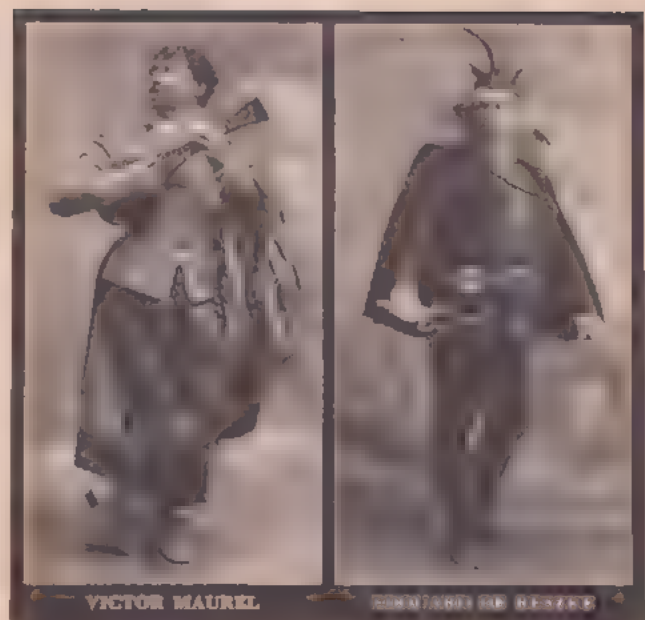
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PINZA CONTINUED

Dalmatian dog named Larch and a cook whose genius at Italian cuisine keeps Pinza in a state bordering on religious awe. "The truth is," Pinza remarks in a deeply confidential tone, "I like soup. People think all Italians eat spaghetti. But I don't care for it. I like a good soup. I don't care what comes afterward." The cook's specialty is the classic Italian *pastafagioli* which is made mainly of beans, olive oil and noodles. Pinza, the most singers, eats sparingly before performances, usually contenting himself with tea and toast. By the time the opera is over he has developed the appetite of an athlete. The minute his last lines have been sung he rushes to his dressing room, tears off his costume and make-up and drives his big black Packard home to Rye. His midnight supper, after which he settles down to a round of cigarettes smoked in a long black holder, consists mainly of a massive plate of *pastafagioli*.

The "lyrico spinto"

PINZA seldom talks about his family. But he has a brother who lives in Bologna and a sister who works in a New York dress shop and makes intermittent appearances in concerts under her maiden name. Benjamin Pinza. Until lately he had given little thought to his eldest daughter Claudia, who had been living for years in Bologna with his son. When he learned recently that she had taken up vocal studies, he was filled with forebodings, for nothing disturbs him so much as the idea that another Pinza should become a singer, especially a soprano, a rare one. Last year Claudia arrived in the U.S. Claudia Fazio prepared for the inevitable audition, but he was surprised. Claudia, a buxom 22-year-old with Latin features somewhat resembling her father's, took off on a couple of arias that showed she had inherited at least a portion of the Pinza family gift. She even had enough of it to be taken seriously by Pinza according to the scientific terminology of opera singing. "A genuine *soprano lyrico spinto*," he murmured with what is now real paternal pride, "not so bad either. Maybe good for Micaela or even Marguerite." This year, following a father-daughter appearance in *Faust* at the San Francisco Opera, Claudia made the Metropolitan, where she sang Micaela in *Carmen* last week to the moderate enthusiasm of the New York critics. "She has a promising voice and a talent for the stage," admitted the great basso guardedly. "Naturally she is very young."

The simplicity and homeliness of Pinza's present existence is underlined by the fact that he has only two indispensable possessions - a bicycle, which he has kept since his racing days, and a small occasionally pedals around the streets of Rye, and a little dog which he keeps as a mascot in his dressing room. He usually laughs good-naturedly when the dog is mentioned, and he has never explained it to anybody. The present dog, a gift from his wife, is only a few years old. He got it after his previous dog, which fell apart after some 20 years of Pinza's companionship. He has

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never been able to bring himself to throw the old doll away. Its remains still repose in a cardboard box in the Pinza attic.

The Pinzas seldom go out and seldom entertain. Their oldest friends are Conductor Bruno Walter, who occasionally visits them for dinner in Rye, and Prompter Ceroni. In 1901, the 100-lb. faced little man who knew Pinza when they were both children in Ravenna. With Ceroni, Pinza spends days tramping Manhattan streets looking for Italian restaurants, where they sit by the hour without discussing anything unless beautiful women suddenly materialize. Twice Pinza ambitiously bought a boat and took his friend Ceroni boating on Long Island Sound. He also had a vegetable garden where Ceroni looked on admiringly while Pinza picked tomatoes and cucumbers. But these phases of strenuous activity passed. Today Pinza's main daily occupation is resting his vocal cords, which require long hours of methodical silence. "They are not like other muscles," he explains. "The less you use them the stronger they get." Aside from a desultory bellow or two while he is shaving, he never uses them except when he is on the stage.

Only one thing threatens the quiet routine of Pinza's present life, and that is more disturbing to his operatic admirers than to Pinza himself. It is an itch to go into the movies. At 52 he has become rather bored at going through the motions of 15 or 20 operatic roles that he could almost perform in his sleep. As he puts it, "There is nothing to break my neck on any more." He feels a little slighted that such singers as Lauritz Melchior, Rise Stevens and Lawrence Tibbett have beaten him in the race to Hollywood celebrity. Last year he finally got a notch nearer his ambition when Boris Morros signed him for a small part in the movie *Carnegie Hall*. It was a dreadful movie and provided Pinza only with the untaxing opportunity of playing the role of Ezio Pinza—which was not what he had in mind. He would have much preferred being a character actor. He went through his scenes with childlike delight and notable hamminess. The upshot of this modest cinematic triumph, however, was a contract with Morros calling for two forthcoming pictures, one a modern version of Victor Herbert's *Babes in Toyland*, the other a musical full of waltzes called *Mr. and Mrs. Strauss*.

To the Met's oldtimers, who regard movie-munded opera singers much as they would a faked punch, Pinza's ventures pull an impending cataclysm. Would the vast movie public appreciate the finer points of *La ci darem la mano*? Would Pinza's delicate artistry survive the movie microphones, which destroy the very roots of operatic sport by making the flyweight voices of Crosby and Sinatra equal in volume to those of opera's carefully picked champions? Would Pinza, satiated with Hollywood sunshine and a Hollywood income, care enough to go on singing at the Metropolitan for a mere \$750 a night? Look at Lauritz Melchior, Gladys Swarthout and the other Metropolitan singers who have crossed the bridge and whose Metropolitan appearances promptly dwindled to two or three prestige performances a season. Step by step the Met is reaching a position where its top-ranking performers are limited to a stalwart group of Wagnerians whose mountainous figures stand securely between them and a Hollywood career. The members of the Met's old guard shrug hopelessly. If Ezio Pinza goes to Hollywood, grand opera will have just one more reason for not being as grand as it used to be.



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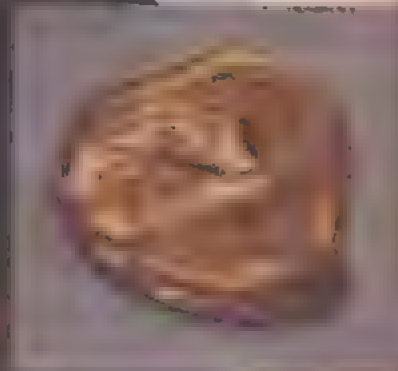
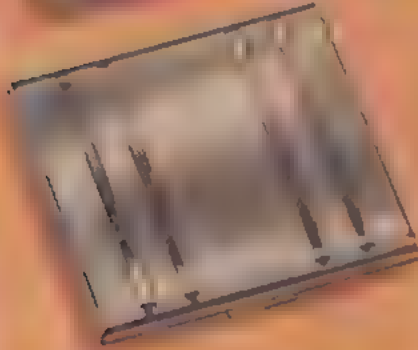
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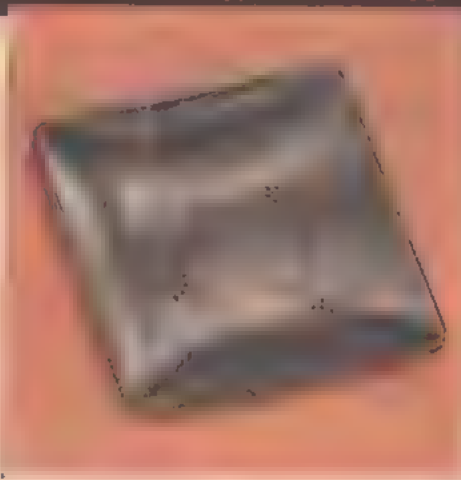


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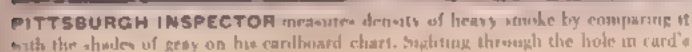
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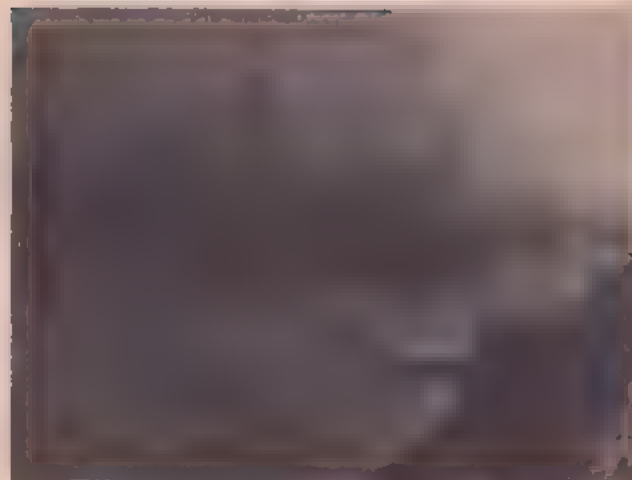


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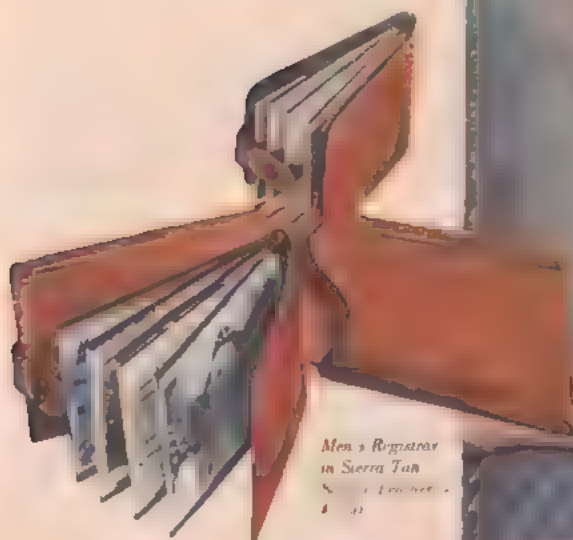
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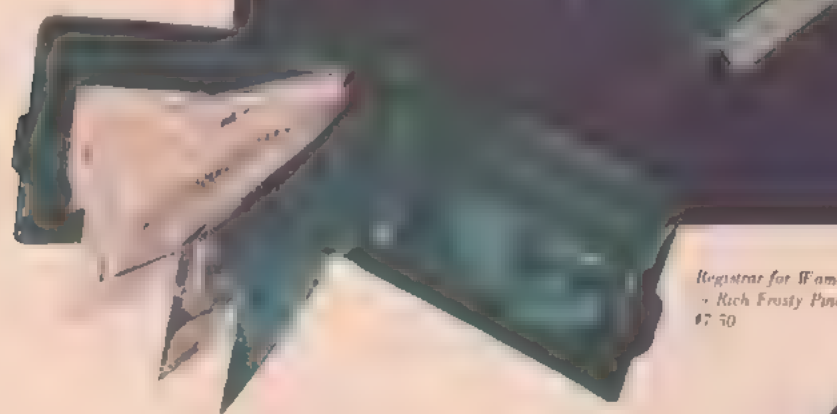
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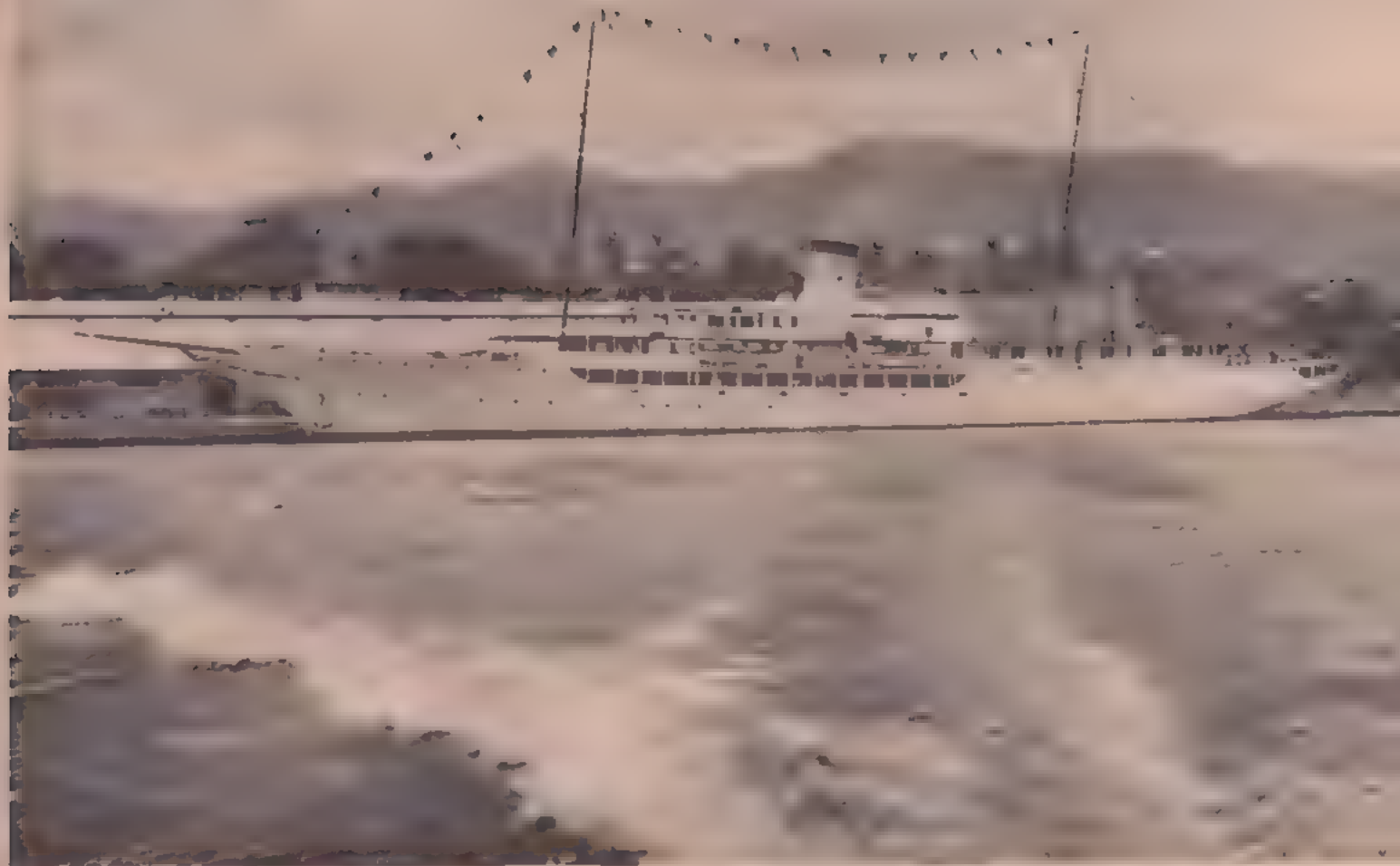


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When she sailed down the grassy way at Rockledge, Mr. Morgan's old yacht, the *Corsair*, was the most expensive of her kind in the world. In 1930, John Pierpont Morgan, the financier, bought the ship for \$1,000,000. The ship's name, the *Corsair*, was the name of the ship's owner, J. Pierpont Morgan. The ship's name, the *Corsair*, was the name of the ship's owner, J. Pierpont Morgan. The ship's name, the *Corsair*, was the name of the ship's owner, J. Pierpont Morgan.

At his Scottish hunting lodge, the superyacht carried a crew of 58, including a barber. But for all the *Corsair's* size and accommodations there were rarely more than a half-dozen guests aboard, who might be personages like the Archbishop of Canterbury and the Marchioness of Louthgow. Morgan loved his comfort and liked it undisturbed by publicity. Once when a group of photographers edged up to the ship's side to try for pictures of the financier, he glared down at them and threatened to turn a hose on them if they did not leave instantly. As one of the world's richest men, Morgan could well afford the \$300,000 which yachting authorities estimated to be the annual cost of running the *Corsair*. Morgan himself never divulged figures. His attitude, however, was revealed when he gruffly informed an inquisitor, "I of a yacht has no business owning one."

The *Corsair*, like most luxury yachts, is a rugged privateer because of its size. It is a 100-foot ship, built after service as a warship. But the ship's 100-foot hull has been cut up into 100 feet to accommodate 100 passengers who may make a five-day, 100-mile trip from San Pedro, Calif., to Acapulco, Mexico, for \$285 a person. Morgan would probably be honored by the number of passengers out would be the accommodations and service

satisfactory. When passengers are seated for dinner, the ship's menu is altered if necessary to make for the night's menu. Below decks is a fully equipped beauty salon where ladies are pampered and freshly coiffed before setting port. A special course tours the decks each morning administering advice, snacks and board and govern remedies (p. 154). The ship's 100-foot hull has been cut up into 100 feet to accommodate 100 passengers who may make a five-day, 100-mile trip from San Pedro, Calif., to Acapulco, Mexico, for \$285 a person. Morgan would probably be honored by the number of passengers out would be the accommodations and service



STEWARD'S STAFF of the *Corsair* stands lined up for inspection. The refitted cruiser is operated by the Pacific Coast Lines.

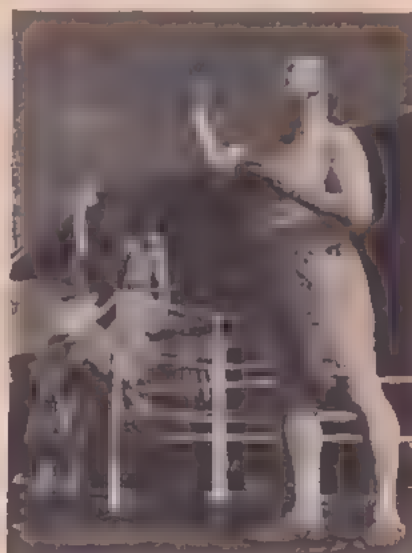
The *Corsair's* maiden commercial voyage last month to Acapulco, where the tourists enjoyed a taste of Mexican cockfighting and cafe dancing (p. 159), was marred by only one mishap. The crew, apparently overcome by the festivity and luxury of the *Corsair*, went on a wild spree. Some of them wound up in Acapulco's police station, where they were left to languish with a skeleton crew.



IN THE MORNING TOURISTS ENJOY THE SUN IN DECK CHAIRS WHILE A STEWARD SERVES COFFEE AND A NURSE STANDS BY WITH SUN CREAM AND SEASICK PILLS



HONEYMOON COUPLE, Mr. and Mrs. J. H. Lee, of San Francisco, take a romantic and regal pose from the first-class service galley seat.



CAMERA FAN, a woman in the first-class lounge is ready to snap a picture of the ship's deck.



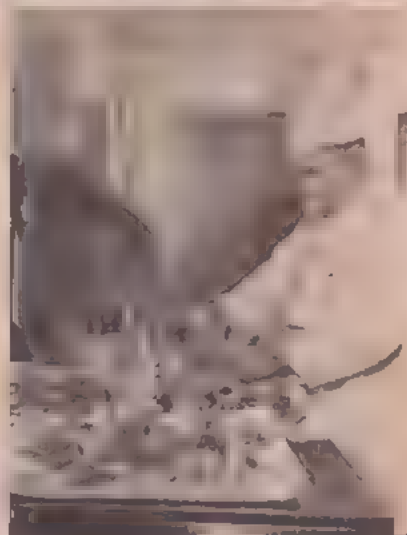
COCKTAIL PARTIES are held nightly on the cruise. Above, a group of passengers.



IN THE EVENING TOURISTS DANCE ON THE DECK TO CANNED LASH MUSIC. THE GORSAIRS' ROLL AND PITCH PRODUCED INTERESTING VARIATIONS ON THE RUMBA



A REEF LATER, THE
FREEBOARD OF THE GORSAIRS



HORS D'OEUVRES ARE SERVED FOR
PARTY GUESTS ON THE GORSAIRS



SHUFFLEBOARD OCCUPIED MORE THAN A FEW OF THE EVENING
HOURS. BEYOND A CERTAIN BACKLOG OF GAMES OF COURSE



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resilient, crease, crease, full.
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1234 Main Street, San Francisco, CA 94101.

Koret of California

"Corsair" CONTINUED



THE GALLEY—The ship's kitchen is a well-equipped space. The
main service area is a large, open space with a variety of equipment, including a large sink, a stove, and a refrigerator.



STATEROOMS—The ship's staterooms are a well-equipped space. The
main service area is a large, open space with a variety of equipment, including a large sink, a stove, and a refrigerator.



ENGINE ROOM—The ship's engine room is a well-equipped space. The
main service area is a large, open space with a variety of equipment, including a large sink, a stove, and a refrigerator.

*America's
Largest Selling Ale*



MEN LIVE...



the smart good
looks...



and the fine
construction...

of **ESQUIRE**
SOCKS!

*Give men Esquire Socks for Christmas!
Every pair has:*

Extragnant looks!—Look at our Fifth
Avenue Footwear Laboratory, *how the
smartest men look!*

Extra fine construction!—Flawless pre-
fused seams for extra wear! Wonderful
values at 30¢ a pair. Get them today.

ESQUIRE SOCKS

—by the world's biggest maker of men's socks.



Corsair CONTINUED

PASSENGERS LIKED ACAPULCO'S HOT DANCES AND COCKFIGHTING



CAFE DANCERS in Acapulco drew an appreciative clientele from the *Corsair*. Here a performer displays her fast and faintly ribald choreographic wares.



COCKFIGHTING, a less than admirable sport on which Mexicans like to bet, is a part of a free tourist show which is put on for the visiting Americans.

CONTINUED ON NEXT PAGE

WINGS SHIRTS

NEVER
LET
YOU
DOWN



There's never a let-down with WINGS . . . because Wings Shirts are tops!
You'll like the clean-cut tailoring . . . the long-wear fabrics, all of them Sanforized*.
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*Maximum shrinkage 1%

WINGS

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Good Will toward any man is nicely expressed with a gift of smoother, easier shaves. In the Barbasol GIFT BOX he gets: 1. The world's most popular shave cream (no brush, no lather, no rub-in);

2. Barbasol Skin Refresher (feels fine, smells swell); and 3. Barbasol Lotion Deodorant (stops "Athletic Aroma" with no muss, no goo). See how smart you can be—for only a dollar* at any drug store!



● A man will be glad to get the things in this box. A woman will be glad he has them.

● Barbasol Products—
Shave Cream, 50¢ tube
Skin Refresher, 50¢ bottle
Lotion Deodorant, 39¢ bottle
Value \$1.39—for \$1.00* plus tax

Use Barbasol also for prompt relief of chapped skin, windburn, itching



CALETA BEACH on the Pacific Ocean at Acapulco was visited by tourists from the *Corsair*. They took the usual number of souvenir snapshots (above).

Precious pre-war
BOTTLED IN BONDS



from *Schenley*
the House
of
Aged Whiskies

for "Elegance in Taste"

Summer *in a can*

*Backward, turn backward,
O Time, in your flight,
Make me a corn-eating boy again
Just for tonight!*



Rub the magic can of Niblets Brand whole kernel corn with a can opener. You'll get your wish, Mister, tonight or any night, any day in the year.

For here is corn-on-the-cob without the cob. The old-time eating thrill with a brand-new delicacy of flavor and a modern convenience of eating.

Just look for the Green Giant on the label and get this exclusive kind of corn, packed at the fleeting moment of perfect flavor.

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